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SUPERMARKET BUSINESS

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PART ONE
OF TWO PARTS

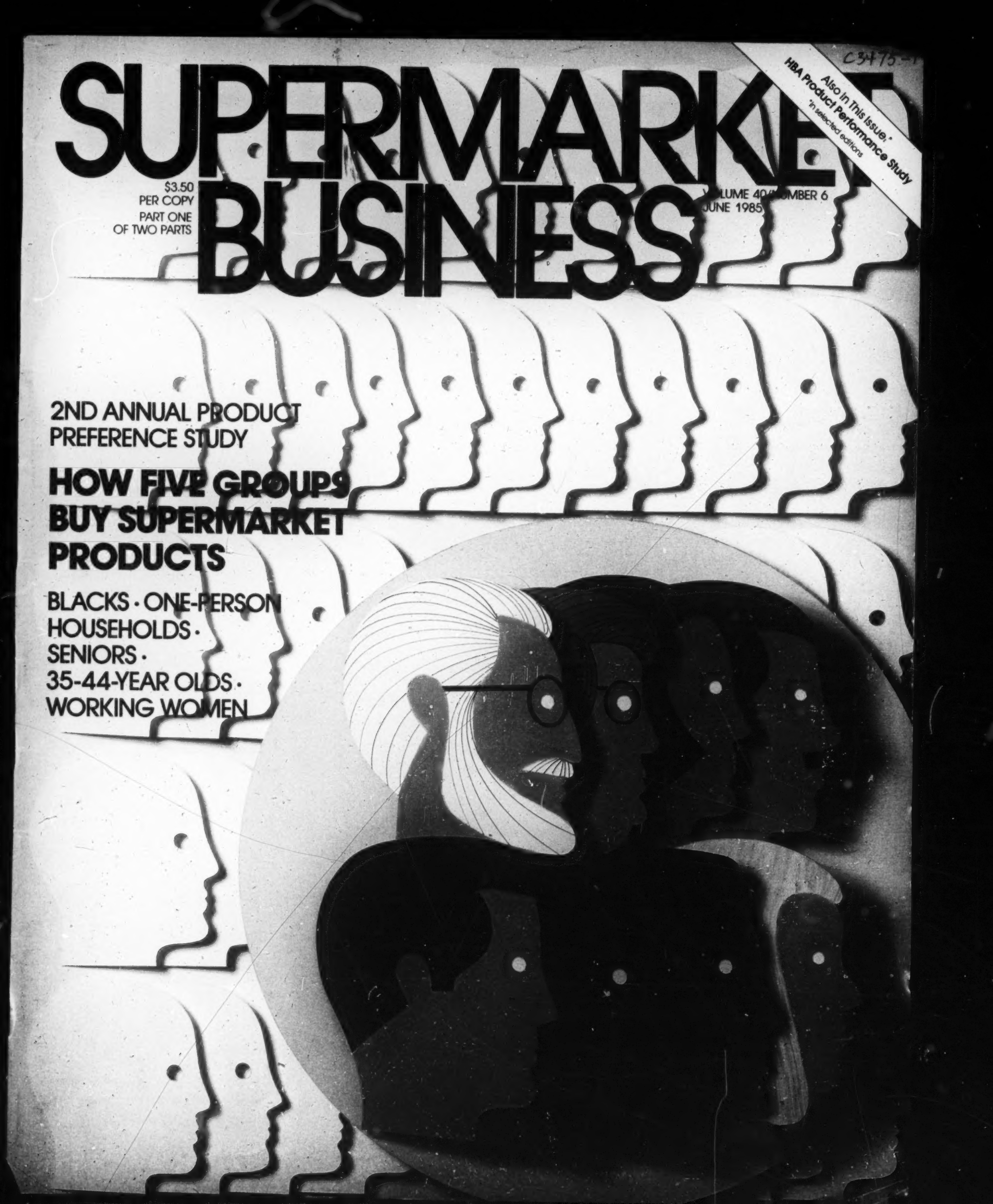
VOLUME 40/NUMBER 6
JUNE 1985

Also In This Issue:
HBA Product Performance Study
*In selected editions

2ND ANNUAL PRODUCT PREFERENCE STUDY

HOW FIVE GROUPS BUY SUPERMARKET PRODUCTS

BLACKS · ONE-PERSON HOUSEHOLDS · SENIORS · 35-44-YEAR OLDS · WORKING WOMEN



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SUPERMARKET BUSINESS

PART ONE OF TWO PARTS

VOLUME 40
NUMBER 6
JUNE 1985

SECOND ANNUAL PRODUCT PREFERENCE STUDY 27
HOW FIVE AFFLUENT GROUPS BUY SUPERMARKET PRODUCTS
ROBERT DIETRICH

SUPERMARKET BUSINESS's second product preference report documents the spending patterns of five groups with annual incomes of at least $20,000. The groups are: one-person households, working women, senior citizens, blacks and those 35 to 44 years old. The more affluent blacks, seniors and one person households are often overlooked by marketers. Our findings show that these people have had a faster income growth rate than the rest of the population, and that each has a distinct buying pattern. Retailers throughout the country can learn some pertinent facts about spending habits of these five groups, and perhaps stock their stores accordingly for the most effective use of store space.

INDEX OF PRODUCTS:

BREAKFAST FOODS/ BAKED GOODS 35
BABY PRODUCTS 36
ENTERTAINMENT BEVERAGES 39
FAMILY BEVERAGES 45
CANDY/SNACKS 47
PAPER & PLASTIC PRODUCTS 48
HOUSEHOLD & CLEANING PRODUCTS 49
DESSERTS/BAKING INGREDIENTS 51
DAIRY 53
FROZEN FOODS 55
PACKAGED VEGETABLES/ SPECIALTIES 57
SEASONINGS/CONDIMENTS/ SAUCES 59
GENERAL MERCHANDISE 61
PET PRODUCTS 63
TOBACCO 65
HBA–WOMEN 67
HBA–ADULTS 71
HBA–MEN 73

SMITTY'S AIMS FOR THE FENCES/KEVIN COUPE 74

Winning is everything for this Springfield, Mo., chain, whose owner, Dave Trottier, seems to operate more on the competitive principles of sports than business. So far, it's working.

PEOPLE MANAGEMENT: HOW TO TRACK DOWN THE TROUBLE WITH YOUR 'PROBLEM PERFORMERS'/JAMES F. HEANEY 78

The human element in the food business can be the most satisfying but also the most troublesome. No piece of equipment can trip things up the way a "problem" employee can. It takes time and effort to track down the problem and resolve it, but here we outline a simple system for dealing with the issue.

NONFOODS BUSINESS:* GMDC: FACING PAGE 48
CELEBRATING 15 YEARS OF KEEPING THE CUSTOMER SATISFIED

GMDC's impressive growth reflects an ever-widening recognition that "everything goes back to the consumer."

HBA PRODUCT PERFORMANCE STUDY 98

*In selected editions only.

OTHER FEATURES AND COLUMNS

EDITOR'S VIEW 5
TRADESCAN 9
WASHINGTON BRIEF 21
TECHNOLOGY 24
PRODUCE 83

2ND ANNUAL PRODUCT PREFERENCE STUDY

HOW FIVE GROUPS BUY SUPERMARKET PRODUCTS

BLACKS • 35–44-YEAR-OLDS • SENIOR CITIZENS ONE-PERSON HOUSEHOLDS • WORKING WOMEN

BY ROBERT DIETRICH

Money—or purchasing power, if you will—like love, is where you find it. Marketers are increasingly aware that it can be found in some households formerly written off as having low fiscal potential:

- ☐ Seniors
- ☐ Blacks
- ☐ One-person

While it's true that, overall, each of these three groups has an average income *below* the U.S. average, they all have a substantial proportion of members with incomes $20,000 or over (the cutoff used for comparative purposes of this report).

What's more, for two of them median household income is growing at a faster rate than for the total population:

	Median Income (1983 vs. 1980)
Total U.S.	+17%
One-person households	+31.7%
65+ households	+33.4%
Black households	+15.5%

Supermarkets operating in areas with pockets of these three affluent minorities can probably learn two lessons. The first is that their buying habits are different from lower-income peers with their demographic groups; and the second is that they're also different from other upper income households.

This report is the first to document their product-by-product purchasing preferences in a way that is useful in improving stocking and merchandising practices at the store level.

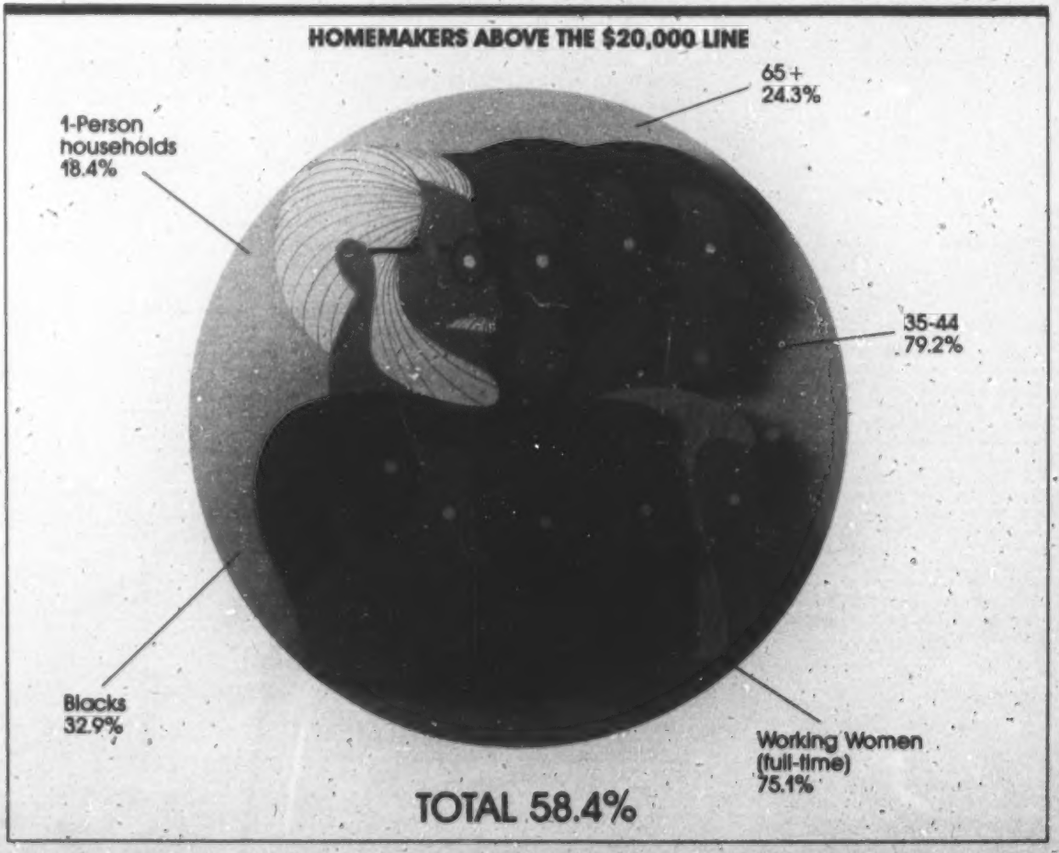
As a service to SUPERMARKET BUSINESS readers, Mediamark Research Inc. produced special tabulations of the purchasing and usage habits of over-$20,000 households in these three groups (as well as those in two other groups more commonly courted by marketers: 35-to-44 and working women households).

Data are reported based on female homemakers (in the case of household products like grocery items); adults (for cigarettes, beverages and non-foods products commonly bought and used by both sexes); and men and women (for HBA products used only by one group).

Black markets

The distinctive buying profile of upper income blacks runs from breakfast (toaster products and breakfast drinks) to beverages (non-diet colas and other soft drinks and malt liquor). They have a below-average incidence of pet ownership and are avid buyers of many HBA categories.

Continued on page 28



Continued from page 27

"Blacks are good customers for many products, including HBA," says Lincoln Hudson, a vice president of Johnson Publishing Co. Inc., Chicago, the nation's largest black-owned business. "That's partly because they're younger than the overall population, so a large proportion are in the acquisition age group between 18 and 45."

Hudson explains that for some products the distinctive purchasing pattern of blacks is related to their above average concentration in central cities. "In the case of laundry detergents," he points out, "low usage among blacks is the result of their living in apartments without washers and patronizing storefront laundromats that supply the detergent."

But living in the central city doesn't always mean shopping there. "Upper-income blacks," says Hudson, frequently drive out to supermarkets in suburban shopping centers to get a better selection of merchandise in a more pleasant environment."

Hudson predicts that more blacks may be moving out to those suburbs as their migration, which started between the two World Wars takes a new turn. "When blacks left the south for the cities to get better-paying jobs they had to settle in the downtown areas, pushing the whites out to the city limits and then to the suburbs.

"The pattern is being reversed now," he says. "as the downtown areas of every major city are being colonized by Yuppies coming back from the suburbs, and the blacks are going out to the suburbs, which is increasingly where the jobs are anyway."

Hudson notes that as upper-income blacks identify with other upper-income consumers, it would be a mistake for supermarkets to identify certain products as being just for blacks (with the exception, of course, of special-formula products).

Senior cash

The old image of over-65's as low-income pinchpennies is fading with the realization that it's discretionary income that counts in the marketplace, and this largely mortgage-free, tuition-free sector has a goodly supply of same.

Do people change their consuming habits as they graduate from one age classification to the next, or do they carry their preferences with them? Helen Tscheulin, vice president for sales and marketing, Mature Marketing Inc., Southport, Conn., supports the latter view.

"People don't necessarily change buying habits that much when they age. If they buy corn flakes and it agrees with them, they keep buying it. Age is a state of mind, not a number.

"Older people increasingly want to spend, not hoard," she says. "Even compared to five years ago there's an increase in the "live-for-today—reward-myself-not-my-children" attitude. These are their pay-off years."

"Beyond the product categories they buy, there are distinct differences in the **brands** they buy," Tscheulin points out. "Some of the maintenance brands survive on patronage of older users, brands like Bon Ami, Sanka, Vitalis and all the double-edge blades. Manufacturers would be wise to recognize this franchise by putting out some cents-off coupons from time to time to say 'thank you.'"

Alan Tessier, president of Mediamark, notes "a long-overdue" recognition of the importance of smaller households among marketing planners.

"The emphasis has been on heavy users for too long," Tessier explains, "the 30 percent of people who buy 80 percent of a product. Most of the time you're just looking at a lot of large households who use a lot of Product X. What you can lose with the heavy user concept is the realization that a demographic variable—such as black or a one-person household—might be the critical variable that supports that brand's franchise. This is important to advertisers who want to select media that talk to the right people, but it's obviously just as important to anybody's who's responsible for deciding the number of facings an item merits on a supermarket shelf."

Besides the compulsion to recognize the rising tide in one-person households because of their sheer number, there's an increased willingness to respect their "per capita" rather than "per household" layout.

In addition to data on the three often-underrecognized demographic groups described above, each chart shows the buying habits of two groups that are often the core of many market plans:

- ☐ 35-to-44 households
- ☐ Households with working women

While both these groups spend freely in a wide range of products, especially household staples, the differences in the consumption patterns—from each other as well as from the other three groups—confirms the necessity for recognizing exactly *who* your customers are, not just how much money they have to spend. ■

How to Read the Charts

Products are divided into 19 major categories ranging from Baby Products to Tobacco. To find a particular category, see Contents Page.

For most grocery products the base group is All (Female) Homemakers. Products with personal consumption by both sexes, such as soft drinks, beer, tobacco and remedies, are reported on with a base of Total Adults. In the case of products used primarily by one sex, data are based on Total Men or Total Women.

The figure on the top line represents the percent of the total population base (in this case female homemakers) who report they use the product. Usage by each of the five subgroups may be the same, higher or lower.

In the case of products with low-incidence usage (e.g. frozen yogurt drinks) data are for All Users. But for products used by a majority of households, more meaningful and discriminating Heavy Users statistics are shown. The definition of Heavy Users, which varies by product, is shown at the bottom of each chart.

FROZEN VEGETABLES, PLAIN		Heavy Users*
	% Using	
All Homemakers	13.4	Difference From Average (%)
Blacks	18.3	+37
$20,000+ 1-Person hh	8.9	−33
65+	10.5	−22
35-44	18.9	+48
Working Women (FT)	16.9	+26

*4+ pkgs last 30 days.

For each of the five demographic breakouts, usage figures are based only on those in households with an annual income of $20,000 and over.

For easy assessment of each group's performance relative to the total population, the degree to which usage is higher or lower is plotted. As the percent of upper-income blacks using plain frozen vegetables (18.3%), for example, is 37% higher than the figure for all homemakers (13.4%) they are 37% more likely to be purchasers.

Mining Hidden Treasures From the Mediamark Database

What magazines we read, what television programs we watch, what we buy, eat, drink and more—in short almost everything an empirically minded marketer could want to know about the American consumer—lives in the Mediamark Research Inc. (MRI) database.

To serve its advertising agency, advertiser and media subscribers, MRI supplies data based on 40,000 interviews covering readership of almost 250 magazines, radio and TV habits, as well as 450 categories of products and services. Sampling procedures assure accurate projection to the entire U.S. population.

While many subscribers have on-line access to MRI statistics and can retrieve information of the type shown in this report relating demographics to product usage, this exclusive first-time look at five upper income subgroups of consumers was specially produced by MRI for SUPERMARKET BUSINESS readers, making these comparisons available for the first time.

Alan Tessier, president of MRI, sees this study as "a timely reaction to the growing trend among marketers to look behind the old broad definitions of who's a buyer and fine-tune some more meaningful definitions."

In addition to publishing 20 volumes covering the results of its research each year, MRI also produces special reports, including:

Upper Deck Report—how the top 10 percent spend.

Consumer Innovators Report—who buys what first.

10 Mediamarket Reports—the source of SB's June 1984 cover story.

Business-to-Business Report—a study of 33 business purchase categories.

Tessier predicts the next logical step in making syndicated research data more useful will be to assemble software packages (e.g. containing all the information available on yogurt users) for the manipulation of the data on a personal computer. Creative new marketing and media plans, could result.

(For information on MRI services, contact Sylvia Cassel, Vice President Sales Administration, Mediamark Research Inc., 341 Madison Ave., N.Y., N.Y. 10017. Tel. 212-599-0444.)

NOTE TO READERS: The MRI data presented in this report are under copyright by Mediamark Research Inc., and are presented here with their permission.

THE FIVE GROUPS: HOW LIKE THE U.S. AVERAGE?

	Total Households	$35,000+ Blacks	$35,000+ 1-Person Households	$35,000+ 65+	$35,000+ 25-44	$35,000+ Working Women (FT)
Education						
Graduated college	13.2%	+77%	+202%	+30%	+46%	+84%
Attended college	16.0	+34	+29	+24	+35	+39
Graduated high school	41.9	−5	−21	−11	+6	−3
Did not grad. high school	28.9	−47	−78	−11	−89	−85
EMPLOYMENT						
Full-time	48.1	+86%	+68%	−88%	+46%	+180%
Part-time	9.2	−54	−70%	−26	+36	—
Not employed	80.8	−58	−41	+74	−42	—
REGION						
New England	5.9	−73	+7	+15	−11	+2
Mid-Atlantic	18.2	+54	+6	−1	+20	+9
East Central	13.2	−23	−17	−41	+10	−6
West Central	−8	+5	−18	+6	+4	
South East	17.8	+44	−37	+11	−26	−21
South West	12.2	−48	+7	−21	−4	−2
Pacific	16.4	−28	+34	+14	−2	+13
SMSA						
Central City	36.8	+89	+28	+19	−8	+6
Suburban	40.7	−33	+3	−11	+17	+15
Non SMSA	23.8	−76	−43	−18	−18	−34
MARITAL STATUS						
Single	9.3	+39	+345	−21	−71	+28
Married	65.8	−1	−98	+2	+32	+12
Other	24.9	−12	+142	+21	−57	−40
SIZE OF HOUSEHOLD						
One-person	14.8	−74	+334	+25	−93	−89
Two-person	30.6	−32	—	+97	−61	−1
3-4 person	34.4	−4	—	−57	+35	+16
5+ person	16.3	+230	—	−77	+116	+29
RACE						
White	87.7	—	+8	+8	+3	+1
Black	10.2	+898	−48	−45	−36	−5
Other	2.2	—	−30	−93	−1	+3

Upper income black homemakers are likely to have gone to college, to work full-time, and to live in the central city, often in the Mid-Atlantic or South East. What they buy is different from other affluents—and from other blacks, too.

High Income Level Is Shared But Tastes Are Certainly Not

Here are some figures that have been exerpted from the individual product category sections in this report. Compared to national averages the five groups are often as different from each other in their consumption patterns as fire from ice.

While a +100 percent would show a level twice the national average, in many cases the difference is much greater. Seniors, for example, are 130 percent greater in their incidence of egg substitutes consumption than the population as a whole, while blacks are 135 percent higher in their incidence of instant hot lunches consumption.

Figures on below-average consumption showing equally astounding variation.

BLACKS ($30,000+)

ABOVE AVERAGE USAGE

Malt liquor (A)	+222
Instant hot lunches	+135
Milkshakes/milkshake mixes	+130
Ready-to-eat sweet rolls/pastries	+123
Frozen yogurt	+141
Frozen complete breakfast	+122
Yogurt drinks	+250
Party/pop/sangria wine (A)	+126
Hair conditioners (M)	+117
Hair coloring products (M)	+139
Deodorants/anti-perspirants (M)	+114
Feminine hygiene deodorant sprays (W)	+133

BELOW AVERAGE USAGE

Ground coffee	−81
Dishwashing liquid	−77
Suntan/sunscreen products	−69
Sunburn remedies (A)	−65
Moist dog food	−63
Chewing/smokeless tobacco (M)	−60
Shampoo (M)	−60
Dry cat food	−56
Dry dog food	−55
Vitamins (A)	−53
Soaps/detergents, regular laundry	−54
Cat litter	−52
Eye shadow (W)	−51
Pretzels	−50

WORKING WOMEN, FULL-TIME ($30,000+)

ABOVE AVERAGE USAGE

Diet pills (A)	+64
Cola drinks, diet (A)	+56
Socks (A)	+56
Aperitif and specialty wines (A)	+56
Sparkling/cold duck/champagne	+55
Lip balm (A)	+53
Cordial/liqueurs (A)	+52
Suntan/sunscreen products (A)	+49
Eye shadow (W)	+46
Wine, imported dinner table (A)	+42
Pantyhose/stockings	+41
Frozen main courses	+41
Vitamins	+40
Tequila	+40
Tampons	+37
Wine, domestic dinner table	+36
Video tapes/discs (purchase)	+36
Dental floss	+34

WORKING WOMEN, FULL-TIME ($30,000+)

BELOW AVERAGE USAGE

Beer, regular domestic (A)	−47
Motor Oil (A)	−34
Denture Cleaners (A)	−33
Home permanents (W)	−19

25-44 ($30,000+)

ABOVE AVERAGE USAGE

Pretzels	+100
Video discs/tapes (purchase) (A)	+82
Frozen orange juice	+80
Fabric softeners	+78
Drink additives	+78
Soaps/detergents, regular laundry	+75
Yogurt drinks	+73
Frozen complete breakfasts	+72
Batteries	+72
Video tapes/discs (rental) (A)	+70
Cellophane tape	+69
Light bulbs	+67
Natural or imported cheese	+66
Moist cat food	+60
Canned dog food	+59
Automatic dishwashing deterg.	+59

BELOW AVERAGE USAGE

Shampoo (M)	−65
Infant formula	−43
Soap for baby	−43
Liquid baby bath	−38
Infant cereal	−36
Face powder, loose (W)	−29
Hair color (M)	−27

45+ ($30,000+)

BELOW AVERAGE USAGE

Fabric softeners	−79
Malt liquor (A)	−75
Drink additives	−73
Meat sticks	−77
Pretzels	−70
Canned stews	−73
Soaps/detergents/regular laundry	−72
Ketchup	−69
Shampoo (W)	−68
Video tapes/discs/rental (A)	−66
Shampoos (M)	−66
Potato chips	−64
Corn/tortilla chips	−64
Canned/jarred vegetables	−67
Diet pills (A)	−67

65+ ($30,000+)

ABOVE AVERAGE USAGE

Water conditioners	+143
Laxatives	+135
Egg substitutes	+130
Denture cleaners (A)	+131
Liver sausage	+91
Metal polish	+84
Face cream/lotion (W)	+76
Salt substitute	+74
Hair coloring (M)	+72
Face powder, loose (W)	+72
Yogurt drinks	+67
Hair tonic/dressing (M)	+66
Pre-electric shave lotion (M)	+63
Regular loose tea	+53
Paper napkins	+52
Outdoor insecticides	+49
Vermouth	+101

ONE-PERSON HOUSEHOLDS ($30,000+)

ABOVE AVERAGE USAGE

Shaving creams or gels (M)	+146
Pressed powder (W)	+110
Lipstick/lipgloss (W)	+94
Cognac (A)	+84
Foundation makeup (W)	+77
Frozen main courses	+73
Imported beer (A)	+67
Razor blades (M)	+63
Socks (A)	+62
Cordials/liqueurs (A)	+63
Brandy (A)	+65
Scotch (A)	+60
Blusher (W)	+60
Regular loose tea	+60

BELOW AVERAGE USAGE

Ketchup	−93
Frankfurters/weiners	−91
Peanut butter	−87
Mayonnaise	−82
Potato chips	−81
Soaps/detergents, regular laundry	−81
Fabric softeners	−81
Salt	−85
Pizza mixes	−80
Beans prepared in sauce	−78
Canned tomatoes	−78
Bacon	−78
Margarine	−77

NOTE: List omits feminine hygiene products, and baby foods/NBA.

One store's dust gatherers can be another store's fastest movers. Store planners who want to know what determines the difference are giving increased attention to matching demographics to product mix.

Where They Live—Zip Codes With Extra Buying Zip

Demographics of a feather often flock together. The best aid in spotting the nesting place of a particular species is not a pair of field glasses, but rather a computer loaded with demographic information.

CACI, originator of ACORN, (a marketing segmentation system that classifies U.S. households according to lifestyle, using a combination of socioeconomic, demographic and housing characteristics) has a database that is linked to that of MRI. As a special service to SUPERMARKET BUSINESS readers a special program was executed to seek out the three lowest-incidence groups among the five studied. Here are the findings:

BLACKS ($20,000+)

Zip and Location	% Blacks	Average 1985 Household Income (Vs. U.S. Average)
48221—Detroit, Mich.	67.2	+23.3%
11411—Jamaica, N.Y.	84.6	+34.4%
73121—Oklahoma City, Okla.	71.8	+50.5%
90305—Inglewood, Calif.	74.7	+11.5%

ONE-PERSON HOUSEHOLDS ($20,000+)

Zip and Location	% 1-Person HH	Average 1985 Household Income (Vs. U.S. Average)
21210—Baltimore, Md.	41.7	+41.4%
02108—Boston, Mass.	61.2	+14.3%
10022—N.Y., N.Y.	62.8	+48.4%
75225—Dallas, Texas	35.6	+51.4%
90211—Beverly Hills, Calif.	40.6	+20.7%
99540—Anchorage, Alaska	36.0	+51.7%
94595—Walnut Creek, Calif.	39.3	+28.0%

65-AND-OVER ($20,000+)

Zip and Location	% 65+	Average 1985 Household Income (Vs. U.S. Average)
33480—Palm Beach, Fla.	47.1	+75.9%
08512—Cranbury, N.J.	29.8	+38.6%
33548—Longboat Key, Fla.	48.7	+38.7%

Of course there are thousands of other zip codes with less pronounced, but still appreciable concentrations of these demographic groups. Store supervisors and store managers will recognize the degree to which their areas fit these descriptions.

(Statistics are copyrighted by CACI, Arlington, Virginia. For further information, call Collingwood Harris, 800-336-6600.)

The whole demographic composite—not just sex, as Freud had it—is destiny. An important part of that mix is income, but it's not the only part, as this report proves.

How To Use This Report

If the manager of the Publix supermarket on Bay Isles Parkway in Longboat Key, Fla. (located in an area identified by CACI as having almost half its population over 65, and with a median household income estimated at $34,158 for 1985), were to trade places for a week with the manager of the Food Emporium on Manhattan's First Avenue (median income $34,795, and 63% one-person households) chances are they'd both suffer culture shock.

While everyone likes to have affluent customers, the realization that they're not a homogeneous, free-spending mass is gaining new currency.

While many are the older boomers (35 to 44) or the full-time working women that have long been identified as primary targets, not everyone is lucky enough to run a supermarket that's surrounded by them.

The three other groups studied in this report—upper income blacks, seniors and one-person households—have money to spend too. And, when they shop, each group wants to find a selection of the products he or she wants to buy, not just the products that have been identified as favorites of some idealized upper income household.

Chances are a good portion of your customers are above the $20,000 level. By taking the next step, and pegging which of the five groups reported on here they belong to, and then studying their unique product preferences, you can improve your sales and customer satisfaction overnight.

Here are just a few of the steps you might consider:

- Evaluate the amount of space given to each department. Is the baby section getting its proper share of space? How about soft drinks vis-à-vis alcoholic beverages?
- Within departments, does space allocation reflect the realities of your customers' preferences? While affluent blacks are above average in their prefrence for non-diet soft drinks, working women go for the diet varieties. Is failure to realize this leading to out of stocks?
- When evaluating new items, consider the potential of items in a product category where usage by your customers is proved to be 50% **above** the national average, rather than one where it's 50% below the average.
- Giving your best end-aisle spots to products in categories where your particular mix of customers buy relatively little can't be justified on the basis of the tempting allowance you're getting from the manufacturer. Look for deals on products which fit your customer's preferences and watch the displays sell down quickly.
- Review your printouts of what's selling (or not) with your buyers and store supervisors. To what degree can slow sellers be explained by your customer demographics and certain lines be cut back or eliminated? And how can their space be filled with a better selection in product categories they really favor?

BREAKFAST FOODS/BAKED GOODS

Time-Saver Breakfasts Get the Day Off to a Running Start

Whether it's taken alone or as a family affair, breakfast is the meal when strong individual tastes can most easily be indulged. Convenient new prepared foods have made their way into the breakfast foods aisle of the supermarket in recent years, and apparently have become part of the morning ritual in many upper-income households.

Both breakfast drinks and toaster products are favorites in black and 35-to-44 households; while breakfast/snack bars find their constituency among both 35-to-44's and those busy, full-time working women. Baked goods have the broadest appeal in 35-to-44 households, along with peanut butter and jam for toppings.

You don't have to be an Anglophile to pop an English muffin in the toaster, but an above-average income is a concomitant. Upper-income blacks more than double the national incidence of sweet roll (cinnamon rolls, etc.) usage.

With the exception of cold cereals in 35-to-44 (above average in size) households, upper income households in these five demographic groups are below average in their propensity for cold and hot cereals.

On-the-run black and 35-to-44 households find both powdered breakfast drinks and toaster products agreeable ways of starting the day with minimum preparation time but without skipping that most important meal.

A relatively "new" food, the breakfast/snack bar appeals more to younger than to older homemakers, including time-pressed working women. Honey, one of the "oldest" foods, is a favorite among those 65 and older.

The 35-to-44 households have a lot of mouths to feed and the money to do so, especially when treats such as cookies are called for. The far-below-average cookie consumption by live-alones belies their reputations as secret snackers.

READY-TO-EAT SWEET ROLLS/PASTRIES — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	11.7	
Blacks	26.1	+123
$20,000+ 1-Person hh	3.0	−75
$20,000+ 65+	7.9	−33
$20,000+ 35-44	13.8	+18
$20,000+ Working Women (FT)	12.3	+ 5

*3+ pkgs last 30 days.

ENGLISH MUFFINS — All Users

	% Using	Difference From Average (%)
All Homemakers	42.7	
Blacks	45.7	+ 7
$20,000+ 1-Person hh	44.6	+ 5
$20,000+ 65+	46.8	+10
$20,000+ 35-44	56.7	+33
$20,000+ Working Women (FT)	51.4	+20

BREAKFAST CEREALS, COLD — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	22.1	
Blacks	20.0	− 9
$20,000+ 1-Person hh	5.6	−74
$20,000+ 65+	17.4	−21
$20,000+ 35-44	28.4	+29
$20,000+ Working Women (FT)	21.8	− 2

*9+ portions last 7 days.

BREAKFAST CEREALS, HOT — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	12.2	
Blacks	13.3	+ 9
$20,000+ 1-Person hh	4.8	−61
$20,000+ 65+	11.9	− 3
$20,000+ 35-44	12.0	− 2
$20,000+ Working Women (FT)	10.4	−15

*4+ portions last 7 days.

BREAKFAST DRINKS, POWDERED, FRUIT FLAV. — All Users

	% Using	Difference From Average (%)
All Homemakers	11.7	
Blacks	15.4	+32
$20,000+ 1-Person hh	6.0	−49
$20,000+ 65+	9.9	−15
$20,000+ 35-44	17.5	+50
$20,000+ Working Women (FT)	11.1	− 5

TOASTER PRODUCTS — All Buyers

	% Using	Difference From Average (%)
All Homemakers	17.5	
Blacks	27.6	+58
$20,000+ 1-Person hh	9.1	−48
$20,000+ 65+	8.9	−50
$20,000+ 35-44	25.4	+45
$20,000+ Working Women (FT)	20.3	+16

BREAKFAST/SNACK BARS — All Users

	% Using	Difference From Average (%)
All Homemakers	18.4	
Blacks	15.4	−17
$20,000+ 1-Person hh	19.3	+ 5
$20,000+ 65+	16.2	−12
$20,000+ 35-44	24.8	+35
$20,000+ Working Women (FT)	23.2	+26

HONEY — All Users

	% Using	Difference From Average (%)
All Homemakers	34.0	
Blacks	31.5	− 7
$20,000+ 1-Person hh	32.7	− 4
$20,000+ 65+	40.5	+19
$20,000+ 35-44	40.9	+20
$20,000+ Working Women (FT)	33.2	− 2

COOKIES, READY-TO-EAT — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	21.8	
Blacks	24.6	+13
$20,000+ 1-Person hh	9.8	−55
$20,000+ 65+	18.8	−14
$20,000+ 35-44	29.6	+36
$20,000+ Working Women (FT)	22.9	+ 5

*4+ pkgs last 30 days.

STUFFING MIXES/STUFFING PRODUCTS — All Users

	% Using	Difference From Average (%)
All Homemakers	34.5	
Blacks	37.0	+ 7
$20,000+ 1-Person hh	21.4	−38
$20,000+ 65+	35.9	+ 4
$20,000+ 35-44	40.6	+18
$20,000+ Working Women (FT)	37.0	+ 7

	BREAD* *5+ loaves last 7 days		BREAD CRUMBS, COATING MIXES		PEANUT BUTTER* *3+ jars last 30 days		JAMS/JELLIES* *3+ jars last 30 days		PANCAKE/ WAFFLE MIX	
	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.
Total	14.8	—	35.8	—	8.3	—	10.2	—	46.7	—
Blacks	17.2	+16	30.7	−14	5.8	−32	7.5	−26	50.6	+ 8
$20,000+ 1-Person hh	3.8	−74	28.9	−19	1.1	−87	3.5	−66	23.9	−49
$20,000+ 65+	9.1	−39	36.5	+ 7	3.9	−53	8.0	−21	40.6	−13
$20,000+ 35-44	19.4	+31	43.9	+23	12.2	+47	12.9	+26	54.3	+16
$20,000+ Working Women (FT)	12.9	−13	37.9	+ 6	8.0	− 4	9.3	− 9	45.8	− 2

Source: Mediamark Research Inc.

BABY PRODUCTS

More Than Small Change for the Care and Feeding of Black Babies

Upper-income black homemakers represent a prime target for teething remedies, a product used by one-third of households with a child under two. "Baby foods" includes strained foods, juice, meats and junior foods.

Prepared infant formulas include both ready-to-feed and concentrated (dilute with water). Although usage by black adults of vitamins is below average (see HBA-Adults), they are high-incidence buyers of children's vitamins.

Both baby oil and baby powder have proved too versatile to be restricted to toddlers. Working women and 35-to-44's, as well as blacks, are above-average users of the two products.

TEETHING REMEDIES — All Users

	% Using	Difference From Average (%)
All Homemakers	4.4	
Blacks	5.5	+26
$20,000+	—	
1-Person hh	—	
65+	0.2	-96
35-44	2.0	-55
Working Women (FT)	3.3	-26

BABY FOODS — All Users

	% Using	Difference From Average (%)
All Homemakers	6.8	
Blacks	8.1	+18
$20,000+	3.2	-53
1-Person hh	1.2	-84
65+	4.7	-32
35-44	6.0	-11
Working Women (FT)		

INFANT FORMULA PREPARED — All Users

	% Using	Difference From Average (%)
All Homemakers	5.0	
Blacks	4.6	- 8
$20,000+	0.3	-94
1-Person hh	0.7	-86
65+	2.9	-43
35-44	4.1	-18
Working Women (FT)		

VITAMINS, CHILDREN'S — All Users

	% Using	Difference From Average (%)
All Homemakers	15.0	
Blacks	26.8	+79
$20,000+	1.4	-91
1-Person hh	0.8	-95
65+	17.4	+16
35-44	14.3	- 5
Working Women (FT)		

BABY OIL — All Users

	% Using	Difference From Average (%)
All Homemakers	18.6	
Blacks	21.7	+17
$20,000+	9.8	-47
1-Person hh	8.0	-57
65+	22.0	+18
35-44	21.1	+14
Working Women (FT)		

BABY POWDER — All Users

	% Using	Difference From Average (%)
All Homemakers	20.7	
Blacks	25.1	+21
$20,000+	11.5	-44
1-Person hh	6.5	-69
65+	23.7	+14
35-44	22.5	+ 8
Working Women (FT)		

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Orajel—the top selling line

Seven out of 10 female homemakers have a child under two years old on their hands. That rate doubles for those 25 to 34 and triples where the homemaker is between 18 and 24. By definition (too old or live-alone), most of our target groups fall outside peak baby-care territory. Black homemakers, however, with a 21 percent higher incidence of toddlers on the premises, are above-average consumers of baby feeding and baby items.

With so many "adult" formulations to choose from, adults are more likely to leave baby shampoo to the little ones these days. In general, blacks are above-average users of skin care products, borne out by baby lotion consumption.

While usage of these children's remedies is almost non-existent for older and live-alone households, 35-to-44's and working women households are only slightly below average, and black households are confirmed buyers.

Correct skin care regimens start early in black households, as evidenced by the above-average consumption of both soap specially formulated for babies and liquid baby bath.

BABY LOTION — All Users

	% Using	Difference From Average (%)
All Homemakers	9.6	
Blacks	17.9	+87
$20,000+ 1-Person hh	2.7	−72
$20,000+ 65+	2.4	−75
35-44	8.3	−13
Working Women (FT)	9.3	− 4

BABY SHAMPOO — All Buyers

	% Using	Difference From Average (%)
All Homemakers	16.0	
Blacks	15.6	− 3
$20,000+ 1-Person hh	5.3	
$20,000+ 65+	[illegible]	
35-44	15.7	− 2
Working Women (FT)	15.0	− 7

CHILDREN'S COLD TABLETS — All Users

	% Using	Difference From Average (%)
All Homemakers	8.2	
Blacks	13.6	+67
$20,000+ 1-Person hh	—	−100
$20,000+ 65+	0.3	−96
35-44	6.9	−15
Working Women (FT)	7.7	− 6

CHILDREN'S COUGH SYRUP — All Users

	% Using	Difference From Average (%)
All Homemakers	11.9	
Blacks	16.2	+36
$20,000+ 1-Person hh	1.5	−87
$20,000+ 65+	0.5	−94
35-44	11.8	− 1
Working Women (FT)	10.7	−10

LIQUID BABY BATH — All Users

	% Using	Difference From Average (%)
All Homemakers	4.7	
Blacks	7.0	+51
$20,000+ 1-Person hh	1.1	−75
$20,000+ 65+	0.2	−95
35-44	2.9	−38
Working Women (FT)	4.1	−12

SOAP FOR BABY — All Users

	% Using	Difference From Average (%)
All Homemakers	7.5	
Blacks	11.8	+56
$20,000+ 1-Person hh	1.1	−86
$20,000+ 65+	0.6	−89
35-44	4.3	−43
Working Women (FT)	6.4	−15

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ENTERTAINMENT BEVERAGES

The Two Worlds of Diet and Non-Diet Drink Choices

In no section of the supermarket is a precise reading of customer tastes more critical than for the four types of beverages shown here—soft drinks, beer, wine and liquor. While upper income blacks, for example, are avid consumers of regular soft drinks and colas, over the diet varieties, the picture flips for working women, who also favor low-calorie beer. One-person households are a prime target for all three kinds of beer, domestic regular, low calorie and imported, as well as for ale. Stores with an upper-income clientele find an eager market for both domestic and imported table wines, as well as for bottled water.

A schism runs through our five groups as far as cola choice, and it's based on calories, or the absence thereof. While blacks are dedicated drinkers of regular colas, working women and 35-to-44's think fewer is more.

The time of rolling out the barrel may be long past, but picking up the six-pack is frequent in upper-income one-person households. As with colas, both working women and 35-to-44's search out low-calorie formulations.

One-person households show the universality of their taste for beer by leading in consumption of imported beer, too. Malt liquor remains something of a phenomenon, a product category that is the almost exclusive province of blacks.

While consumption of wine in the eighties has failed to maintain the trajectory once predicted for it, it's still the beverage of choice among many upper income households, with almost across-the-board popularity with all five demographic groups.

Once reserved for special occasions, sparkling wines are gaining new currency as a bar, or everyday drink in this country. Only seniors demur somewhat, but then their consumption of vermouth at twice the national rate suggests a loyalty to the martini.

COLA DRINKS, REGULAR — Heavy Users*

	% Using	Difference From Average (%)
All Adults	15.3	
Blacks	21.2	+39
$20,000+ 1-Person hh	10.0	−35
65+	6.2	−59
35-44	15.9	+ 4
Working Women (FT)	13.4	−13

*8+ drinks last 7 days.

COLA DRINKS, DIET — Heavy Users*

	% Using	Difference From Average (%)
All Adults	14.2	
Blacks	6.4	−41
$20,000+ 1-Person hh	14.5	+ 2
65+	8.7	−39
35-44	18.3	+29
Working Women (FT)	22.2	+56

*6+ drinks last 7 days.

BEER, REGULAR DOMESTIC — Heavy Users*

	% Using	Difference From Average (%)
All Adults	14.6	
Blacks	10.6	−28
$20,000+ 1-Person hh	16.7	+14
65+	8.0	−45
35-44	12.2	−16
Working Women (FT)	7.8	−47

*7+ glasses last 7 days.

BEER, DOMESTIC LOW CALORIE — All Users

	% Using	Difference From Average (%)
All Adults	15.7	
Blacks	11.9	−24
$20,000+ 1-Person hh	18.6	+19
65+	8.8	−44
35-44	18.2	+16
Working Women (FT)	19.2	+23

BEER, IMPORTED — All Users

	% Using	Difference From Average (%)
All Adults	12.7	
Blacks	14.5	+14
$20,000+ 1-Person hh	21.3	+67
65+	7.9	−38
35-44	12.2	− 4
Working Women (FT)	11.4	−10

MALT LIQUOR — All Users

	% Using	Difference From Average (%)
All Adults	5.0	
Blacks	16.1	+222
$20,000+ 1-Person hh	2.6	−49
65+	1.2	−75
35-44	3.3	−33
Working Women (FT)	3.6	−27

WINE, DOMESTIC DINNER TABLE — All Users

	% Using	Difference From Average (%)
All Adults	30.2	
Blacks	25.2	−17
$20,000+ 1-Person hh	44.4	+47
65+	38.4	+27
35-44	36.1	+20
Working Women (FT)	41.0	+36

WINE, IMPORTED DINNER TABLE — All Users

	% Using	Difference From Average (%)
All Adults	15.9	
Blacks	22.4	+41
$20,000+ 1-Person hh	23.0	+45
65+	11.2	−30
35-44	19.7	+24
Working Women (FT)	22.6	+42

WINE, SPARKLING/COLD DUCK/CHAMPAGNE — All Users

	% Using	Difference From Average (%)
All Adults	15.3	
Blacks	20.0	+30
$20,000+ 1-Person hh	22.3	+45
65+	13.2	−14
35-44	19.3	+26
Working Women (FT)	23.7	+55

VERMOUTH — All Users

	% Using	Difference From Average (%)
All Adults	4.1	
Blacks	6.3	+53
$20,000+ 1-Person hh	4.3	+ 5
65+	8.2	+101
35-44	3.9	− 4
Working Women (FT)	4.1	+ 1

Continued on page 43

Source: Mediamark Research Inc.

ENTERTAINMENT BEVERAGES

As with cola drinks, regular soft drinks elicit a strong liking for the traditional formulations among blacks and for the low-calorie varieties among working women, reinforcing the importance of the right display in the right store.

Across the board—but particularly among blacks—upper income households represent a good audience for the bottled water section. They're all attracted to dessert wines, port and sherry as well.

Both party wines and aperitifs have low overall usage, but can do well if positioned to the right clientele, including upper income blacks and working women. Seniors pass on party wines.

The increasing availability and popularity of ale hasn't penetrated these upper income groups, with the notable exception of live-alones. The only upper income group to eschew scotch, however, is working women.

The rage to consume piña coladas and other new "resort" cocktails has helped swell the consumption of rum, a particular favorite with blacks. Live-alones are most likely to include cordials and liqueurs in their liquor cabinets.

Its former preeminence long-ago usurped by vodka, gin still has it fans among the affluent, particularly live-alones, blacks and seniors. As the margarita goes, so goes tequila—farthest, apparently, among working women.

J.R. Ewing's penchant for bourbon and branch hasn't rubbed off against other upper income drinkers except for seniors and live-alones. Vodka's across-the-board popularity excels among single and working women households.

SOFT DRINKS, REGULAR (NOT COLA) — All Users

	% Using	Difference From Average (%)
All Adults	41.5	
Blacks	47.5	+15
$20,000+ 1-Person hh	37.3	−10
$20,000+ 65+	36.9	−11
$20,000+ 35-44	43.2	+4
$20,000+ Working Women (FT)	40.3	−3

SOFT DRINKS, DIET (NOT COLA) — All Users

	% Using	Difference From Average (%)
All Adults	26.1	
Blacks	21.6	−17
$20,000+ 1-Person hh	24.3	−7
$20,000+ 65+	26.5	+1
$20,000+ 35-44	23.6	+9
$20,000+ Working Women (FT)	33.6	+28

WATER, BOTTLED — All Users

	% Using	Difference From Average (%)
All Homemakers	10.9	
Blacks	21.5	+98
$20,000+ 1-Person hh	14.7	+35
$20,000+ 65+	11.5	+6
$20,000+ 35-44	14.0	+29
$20,000+ Working Women (FT)	12.9	+19

WINE, DESSERT/PORT/SHERRY — All Users

	% Using	Difference From Average (%)
All Adults	5.6	
Blacks	10.2	+74
$20,000+ 1-Person hh	9.0	+54
$20,000+ 65+	8.0	+37
$20,000+ 35-44	6.2	+6
$20,000+ Working Women (FT)	7.2	+23

WINE, PARTY/POP/SANGRIA — All Users

	% Using	Difference From Average (%)
All Adults	4.8	
Blacks	10.9	+126
$20,000+ 1-Person hh	3.4	−29
$20,000+ 65+	1.8	−63
$20,000+ 35-44	4.5	−6
$20,000+ Working Women (FT)	6.2	+28

WINES, APERTIF & SPECIALTY — All Users

	% Using	Difference From Average (%)
All Adults	1.8	
Blacks	3.3	+83
$20,000+ 1-Person hh	2.2	+25
$20,000+ 65+	1.7	−4
$20,000+ 35-44	2.4	+36
$20,000+ Working Women (FT)	2.8	+56

ALE — All Users

	% Using	Difference From Average (%)
All Adults	6.1	
Blacks	5.5	−10
$20,000+ 1-Person hh	9.3	+51
$20,000+ 65+	3.0	−51
$20,000+ 35-44	5.3	−13
$20,000+ Working Women (FT)	4.8	−22

SCOTCH WHISKEY — All Users

	% Using	Difference From Average (%)
All Adults	10.3	
Blacks	15.7	+52
$20,000+ 1-Person hh	16.6	+60
$20,000+ 65+	15.2	+47
$20,000+ 35-44	11.3	+9
$20,000+ Working Women (FT)	8.9	−14

RUM — All Users

	% Using	Difference From Average (%)
All Adults	13.7	
Blacks	24.0	+75
$20,000+ 1-Person hh	16.8	+22
$20,000+ 65+	7.4	−46
$20,000+ 35-44	13.8	+1
$20,000+ Working Women (FT)	17.7	+29

CORDIALS/LIQUEURS — All Users

	% Using	Difference From Average (%)
All Adults	16.6	
Blacks	11.5	−32
$20,000+ 1-Person hh	27.4	+63
$20,000+ 65+	16.5	−2
$20,000+ 35-44	20.6	+22
$20,000+ Working Women (FT)	25.6	+52

GIN — All Users

	% Using	Difference From Average (%)
All Adults	11.9	
Blacks	15.3	+28
$20,000+ 1-Person hh	17.0	+43
$20,000+ 65+	14.8	+24
$20,000+ 35-44	12.7	+7
$20,000+ Working Women (FT)	12.8	+7

TEQUILA — All Users

	% Using	Difference From Average (%)
All Adults	7.0	
Blacks	2.8	−59
$20,000+ 1-Person hh	8.2	+17
$20,000+ 65+	3.6	−49
$20,000+ 35-44	7.2	+2
$20,000+ Working Women (FT)	9.8	+40

BOURBON — All Users

	% Using	Difference From Average (%)
All Adults	12.0	
Blacks	11.6	−3
$20,000+ 1-Person hh	16.6	+39
$20,000+ 65+	13.7	+14
$20,000+ 35-44	9.8	−19
$20,000+ Working Women (FT)	10.3	−14

VODKA — All Users

	% Using	Difference From Average (%)
All Adults	17.5	
Blacks	17.8	+2
$20,000+ 1-Person hh	24.5	+40
$20,000+ 65+	18.2	+4
$20,000+ 35-44	17.0	−3
$20,000+ Working Women (FT)	21.0	+20

Source: Mediamark Research Inc.

FAMILY BEVERAGES

In Their Cups, Affluents Show a Wide Range of Favorites

Brewed or instant, hot or cold, regular or decaffeinated—coffee and tea are beverages that provoke intense personal preferences in style of consumption. Live-alones are more likely than our other groups to use loose tea; blacks to use iced tea and seniors to use instant coffee. In addition, blacks show strong preferences for instant tea, powdered soft drinks and energy drinks, but little interest in other forms of tea or in either ground or instant coffee. Seniors are a standout market for dry milk (one-third above average) as well as for tomato/vegetable juices.

Traditionalist seniors still make a cup of coffee either instant or ground, a keystone of their day. A wide selection of decaffeinated brews offers them taste without health worries.

COFFEE, INSTANT OR FREEZE-DRIED — All Users

	% Using	Difference From Average (%)
All Homemakers	46.3	
Blacks	40.5	−13
1-Person hh	48.4	+ 5
65 +	58.6	+22
$20,000 + 35-44	42.0	− 9
Working Women (FT)	40.6	−12

COFFEE, GROUND — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	14.5	
Blacks	2.7	−81
1-Person hh	5.9	−59
65 +	15.8	+ 9
$20,000 + 35-44	19.1	+32
Working Women (FT)	16.7	+15

*7 + cups used average per day.

Tea as ritual is making inroads in America. But while one-person households and seniors may take comfort in "a nice cup of tea" brewed from leaves, blacks are likely to opt for a refreshing iced version.

ICED TEA MIX, INSTANT — All Users

	% Using	Difference From Average (%)
All Homemakers	23.3	
Blacks	31.5	+35
1-Person hh	17.4	−25
65 +	20.2	−13
$20,000 + 35-44	24.8	+ 6
Working Women (FT)	26.7	+15

TEA, REGULAR LOOSE — All Users

	% Using	Difference From Average (%)
All Homemakers	6.7	
Blacks	4.3	−35
1-Person hh	10.7	+60
65 +	10.3	+53
$20,000 + 35-44	6.8	+ 1
Working Women (FT)	7.2	+ 7

Leaves, powder or bags, tea requires little more than the addition of boiling water. Both blacks and seniors find powder (i.e., instant) a good bet, while 35-to-44's like to bag it.

TEA, INSTANT — All Buyers

	% Using	Difference From Average (%)
All Homemakers	23.3	
Blacks	34.9	+50
1-Person hh	17.6	−24
65 +	30.0	+29
$20,000 + 35-44	23.2	—
Working Women (FT)	22.1	− 5

TEA, REGULAR — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	14.6	
Blacks	8.7	−40
1-Person hh	5.6	−62
65 +	10.7	−27
$20,000 + 35-44	18.1	+24
Working Women (FT)	14.6	—

*4 + cups used average per day.

Powdered or dry, milk is a reliable form of insurance against either running out of fresh milk or having it go sour. Over-65 homemakers are the most likely to rely on it.

MILK, DRY — All Users

	% Using	Difference From Average (%)
All Homemakers	16.0	
Blacks	14.0	−12
1-Person hh	13.4	−16
65 +	21.2	+33
$20,000 + 35-44	14.6	− 8
Working Women (FT)	13.6	−15

CREAM SUBSTITUTES, NON-DAIRY — All Buyers

	% Using	Difference From Average (%)
All Homemakers	22.7	
Blacks	23.3	+3
1-Person hh	21.3	− 6
65 +	23.5	+3
$20,000 + 35-44	23.4	+3
Working Women (FT)	21.9	− 4

Both powdered soft drinks and milkshakes and milkshake mixes are most likely to be bought where children are in the household, which explains why only live-alones and seniors are below average.

POWDERED SOFT DRINK — All Users

	% Using	Difference From Average (%)
All Homemakers	33.5	
Blacks	42.2	+26
1-Person hh	12.0	−64
65 +	15.3	−54
$20,000 + 35-44	46.4	+39
Working Women (FT)	38.0	+13

MILKSHAKES/MILKSHAKE MIXES — All Users

	% Using	Difference From Average (%)
All Homemakers	3.1	
Blacks	7.1	+130
1-Person hh	2.5	−20
65 +	1.3	−58
$20,000 + 35-44	3.8	+23
Working Women (FT)	3.8	+22

Among the 65 + households, tomato and vegetable juices are a favorite source of energy. The new, often exercise-related, energy drinks, however, have found special favor with upper-income blacks.

TOMATO/VEGETABLE JUICES — All Users

	% Using	Difference From Average (%)
All Homemakers	37.1	
Blacks	23.6	−36
1-Person hh	37.6	+ 1
65 +	46.5	+25
$20,000 + 35-44	46.4	+25
Working Women (FT)	39.0	+ 5

ENERGY DRINKS — All Users

	% Using	Difference From Average (%)
All Homemakers	6.9	
Blacks	8.6	+25
1-Person hh	3.1	−55
65 +	5.1	−26
$20,000 + 35-44	6.9	
Working Women (FT)	5.7	−17

Source: Mediamark Research Inc.

CANDY/SNACKS

When It's a Question of a Treat, Each Group Has Its Own Treatment

When the symptom is a sudden attack of the munchies, the prescription is often some variety of candy or snack. Affluent older consumers often choose loose candy, cough drops or nuts, but seldom seek solace and satisfaction in potato chips or corn chips and almost never in meat sticks. Blacks, however, are prime meat stick snackers and satisfy their sweet tooth with candy bars, snack cakes and hard roll candy. Stores located in areas with upper income, 35-to-44 households see their stock of potato and corn chips sell down quickly and stock accordingly. Live-alones apparently have developed a self-control that outlaws candy and snacks from their larders.

In severe contrast to the other $20,000+ groups shown here, one in four black adults qualifies as a heavy user of regular-sized candy bars. The mini-sized bars find favor with all but the live-alones.

CANDY BARS, REGULAR SIZE — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	15.8	
Blacks	24.6	+56
1-Person hh	9.2	−41
65+	10.8	−31
35-44	14.1	−11
Working Women (FT)	13.6	−14

*5+ last 7 days.

CANDY BARS, PKG. OF MINI — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	26.8	
Blacks	30.9	+15
1-Person hh	18.4	−31
65+	31.5	+17
35-44	27.5	+ 2
Working Women (FT)	30.4	+13

Pre-packaged, loose candy (hanging bags or pillow pack) are favorites among seniors. Loose candy types include plain chocolate, chocolate covered, mints, hard candy and jellied candy.

CANDY, PRE-PACKAGED LOOSE — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	28.3	
Blacks	26.9	− 5
1-Person hh	20.1	−29
65+	32.0	+13
35-44	29.9	+ 6
Working Women (FT)	32.6	+15

CHEWING GUM — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	30.3	
Blacks	41.3	+36
1-Person hh	20.8	−31
65+	14.0	−54
35-44	31.9	+ 5
Working Women (FT)	39.6	+31

Both non-prescription cough drops and nuts are favorites among adults aged 65 and over, outstripping the four other groups in the percent of heavy users.

COUGH DROPS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	7.4	
Blacks	8.1	+ 9
1-Person hh	6.7	−10
65+	9.9	+33
35-44	5.6	−24
Working Women (FT)	7.5	

*6+ times last 30 days.

NUTS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	11.0	
Blacks	11.0	− 1
1-Person hh	8.2	−26
65+	15.3	+39
35-44	12.3	+11
Working Women (FT)	12.0	+ 8

*4+ containers last 30 days.

Wide divergencies are the order of consumption patterns for potato chips and corn chips, with usage among 35-to-44 adults six to seven times that of one-person and 65+ households. Blacks favor potato over corn chips two to one.

POTATO CHIPS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	19.0	
Blacks	23.8	+26
1-Person hh	3.7	−81
65+	6.8	−64
35-44	28.4	+50
Working Women (FT)	20.8	+10

CORN/TORTILLA CHIPS & CHEESE SNACKS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	12.3	
Blacks	11.8	− 4
1-Person hh	3.0	−75
65+	4.5	−64
35-44	18.3	+49
Working Women (FT)	13.5	+10

*4+ pkgs last 30 days.

Both snack cakes and meat sticks are snacks of choice with upper income blacks. In the case of the latter product, they have little company among one-person or 65+ households.

SNACK CAKES — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	31.2	
Blacks	38.9	+25
1-Person hh	14.2	−54
65+	18.8	−40
35-44	37.1	+19
Working Women (FT)	32.6	+ 5

MEAT STICKS — All Buyers

$20,000+	% Using	Difference From Average (%)
All Adults	11.3	
Blacks	13.3	+18
1-Person hh	6.3	−44
65+	2.5	−77
35-44	10.9	− 3
Working Women (FT)	10.9	− 4

Topping out the list of snack products favored in above-average incidence by blacks are hard roll candy and mints, a fact to keep in mind when allocating checkout space in neighborhoods with upper-income blacks.

HARD ROLL CANDY — All Buyers

$20,000+	% Using	Difference From Average (%)
All Adults	20.0	
Blacks	30.0	+50
1-Person hh	15.2	−24
65+	14.0	−30
35-44	20.6	+ 3
Working Women (FT)	23.2	+16

MINTS — All Buyers

$20,000+	% Using	Difference From Average (%)
All Adults	35.9	
Blacks	45.2	+26
1-Person hh	33.1	− 8
65+	36.4	+ 1
35-44	36.6	+ 2
Working Women (FT)	42.6	+19

Source: Mediamark Research Inc.

PAPER & PLASTIC PRODUCTS

Count on Big-Family 35-to-44's to Paper the House

Typically with many members, 35-to-44 households use a large supply of paper and plastic products in their bedrooms, bathrooms and kitchens. Working women are also attuned to the many time-saving possibilities offered by this category in products like disposable plates and cups, paper towels and plastic garbage and food bags. The once all-powerful waxed paper (now largely replaced by plastic wrap and aluminum foil) maintains its limited franchise through the purchases of 65 + households. Of these five upper-income groups, only blacks show above-average purchase of disposable diapers.

Upper income black households present a good potential for disposable diaper sales. In stores serving areas where seniors predominate, the diaper space can profitably be surrendered to wax paper.

Specials on facial tissue and toilet paper find an appreciative audience in neighborhoods where 35-to-44's, working women and blacks predominate. Demand by one-person households is understandably less.

As pre-moistened cleansing wipes are often used to care for baby, usage levels are rock bottom among one-person and 65 + households. Wipes for household cleaning, however, find favor among seniors and blacks.

Plastic sandwich and food bags, a relatively new product, have found favor in the refrigerators of seniors, in contrast to their generally below-average consumption pattern for paper and plastic.

Blacks follow along with 35-to-44's and working women in embracing the convenience of disposable cups and oven cooking bags. Seniors show a surprisingly high familiarity with the cooking bags, too.

DISPOSABLE DIAPERS — All Buyers

$20,000 +	% Using	Difference From Average (%)
All Homemakers	12.5	
Blacks	14.6	+17
1-Person hh	1.5	−88
65 +	1.3	−89
35-44	9.1	−27
Working Women (FT)	11.3	− 9

WAXED PAPER — All Users

$20,000 +	% Using	Difference From Average (%)
All Homemakers	52.6	
Blacks	43.7	−17
1-Person hh	46.4	−12
65 +	67.1	+28
35-44	56.5	+ 7
Working Women (FT)	51.1	− 3

FACIAL TISSUES — Heavy Users*

$20,000 +	% Using	Difference From Average (%)
All Homemakers	24.6	
Blacks	27.1	+10
1-Person hh	20.3	−17
65 +	23.9	− 3
35-44	36.4	+48
Working Women (FT)	28.7	+17

*3 + boxes last 30 days.

TOILET PAPER — Heavy Users*

$20,000 +	% Using	Difference From Average (%)
All Homemakers	30.3	
Blacks	34.5	+14
1-Person hh	8.6	−72
65 +	19.0	−37
35-44	47.3	+56
Working Women (FT)	33.9	+12

*9 + rolls last 30 days.

DISPOSABLE HOUSEHOLD WIPES — All Buyers

$20,000 +	% Using	Difference From Average (%)
All Homemakers	18.5	
Blacks	22.7	+23
1-Person hh	17.3	− 6
65 +	24.2	+31
35-44	17.7	− 4
Working Women (FT)	17.5	− 5

PRE-MOISTENED CLEANING WIPES — All Users

$20,000 +	% Using	Difference From Average (%)
All Homemakers	13.0	
Blacks	12.7	− 2
1-Person hh	3.1	−76
65 +	3.5	−73
35-44	12.3	− 5
Working Women (FT)	12.2	− 6

PLASTIC GARBAGE BAGS/TRASH CAN LINER — Heavy Users*

$20,000 +	% Using	Difference From Average (%)
All Homemakers	39.8	
Blacks	41.6	+ 5
1-Person hh	32.2	−19
65 +	31.5	−21
35-44	47.8	+20
Working Women (FT)	44.8	+13

*3 + boxes last 30 days.

PLASTIC SANDWICH/FOOD BAGS — All Users

$20,000 +	% Using	Difference From Average (%)
All Homemakers	68.9	
Blacks	65.0	− 6
1-Person hh	57.0	−17
65 +	68.1	− 1
35-44	79.0	+15
Working Women (FT)	75.8	+10

DISPOSABLE CUPS — All Users

$20,000 +	% Using	Difference From Average (%)
All Homemakers	36.3	
Blacks	40.2	+11
1-Person hh	27.4	−24
65 +	32.0	−12
35-44	47.4	+31
Working Women (FT)	39.9	+10

OVEN COOKING BAGS — All Users

$20,000 +	% Using	Difference From Average (%)
All Homemakers	10.5	
Blacks	13.5	+28
1-Person hh	5.6	−46
65 +	10.7	+ 2
35-44	13.6	+29
Working Women (FT)	12.3	+17

$20,000 +	PAPER TOWELS 5 + rolls last 30 days. % Using	PAPER TOWELS Versus Avg.	DISPOSABLE PLATES % Using	DISPOSABLE PLATES Versus Avg.	ALUMINUM FOIL 3 + rolls (25 ft.) last 30 days. % Using	ALUMINUM FOIL Versus Avg.	PAPER NAPKINS 3 + packs last 30 days. % Using	PAPER NAPKINS Versus Avg.
Total	19.6	—	50.6	—	9.5	—	8.6	—
Blacks	18.3	− 7	42.6	−16	12.7	+35	15.5	+76
1-Person hh	11.4	−42	36.7	−27	3.9	−58	4.1	−54
65 +	18.1	− 8	35.2	−30	7.6	−20	13.4	+52
35-44	28.4	+44	64.0	+26	14.0	+49	11.7	+33
Working Women (FT)	22.9	+17	57.6	+14	9.5	—	9.2	+ 4

Source: Mediamark Research Inc.

HBA PRODUCT PERFORMANCE

Do the items in the top 20 percent really contribute 80 percent of sales? Not in HBA. But in 21 of the 37 categories analyzed, the top fifth does contribute 50 percent or better to sales and profits. Implication is that there's need for lots of analysis of sales and profits performance of the slower movers in the HBA department.

HOW FASTEST-MOVERS CONTRIBUTE TO TOTAL SALES AND MARGIN BY CATEGORY

It is common knowledge that the top selling items of a product category often account for a disproportionately large share of dollar sales and gross margin dollars. It is a marketing cliché that often 20 percent of items do 80 percent of the sales. While this may be true in some product categories, it is definitely not true in the vast majority of health-and-beauty aids sales in supermarkets.

To take a closer look at just what it takes in terms of achieving total sales in an HBA category, SUPERMARKET BUSINESS examined each of 37 product categories in these terms:

- ☐ Total items ranked by dollar sales divided into five equal segments (for example, a wagon with 100 items would have 20 items in each fifth).
- ☐ Sales in units and dollars (percent) for each fifth
- ☐ Gross margin in percent and percent gross margin dollars for each fifth.

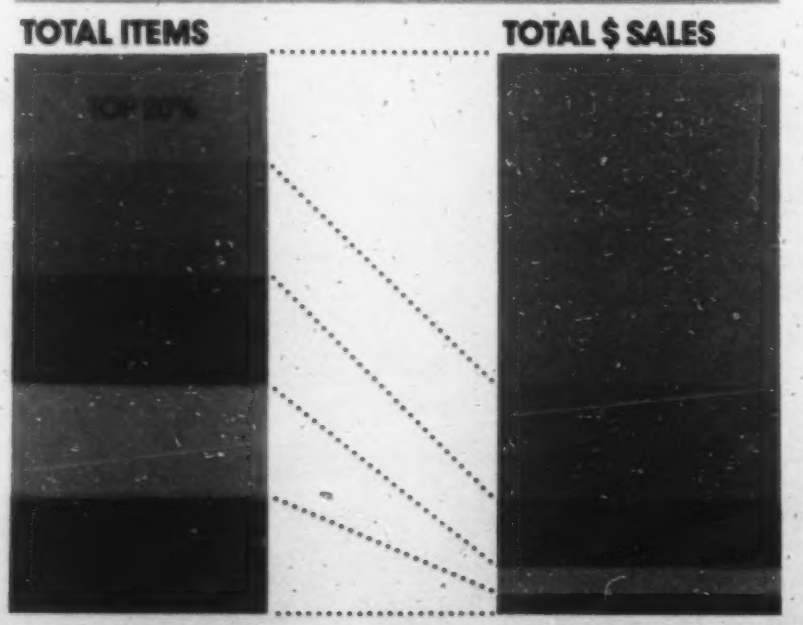
SB found that in only one category, First Aid Needs, did the top 20 percent of the category account for 80 percent of sales (79.8, to be exact), and 78.4 percent of gross margin dollars. What it takes to achieve 100 percent of sales in each of the 37 categories varies considerably, as it does to achieve 100 percent of gross margin dollars.

For example, the top 20 percent of the best-selling Tampons contributed 58.9 percent of total category sales, but only 46.7 percent of gross margin dollars of the category. Mouthwashes, where the top fifth of the items contributed 47.5 percent of total category sales, but only 38.2 percent of gross margin dollars, sales performance is much more spread out. The third fifth of mouthwashes contributed 15.3 percent of dollar sales, 20.1 percent of unit sales and 19.1 percent of gross margin dollars.

As the tables that follow show, the top fifth of each category's best sellers usually contribute somewhere between 40 and 60 percent of total sales, with the remainder of sales and gross margin dollars to come from the next two or three fifths of the category. The bottom fifth of a category contributed little to sales or gross margin dollars, regardless of the gross margin percent. Naturally, while the top sellers usually suffered somewhere in terms of gross margin percent, the gross margin dollars in all cases represented the lion's share of the total. In 21 product categories, the top fifth best sellers contributed to 50 percent or more of total sales and total profit dollars.

While contribution to total category sales and total category gross margin dollars must be examined on a store-by-store basis, a rough analysis of this kind will point up where

EXAMPLE OF HOW TOP SELLERS PERFORM



retailers and wholesalers (including service merchandisers) must look for further analysis. Such performance as occurs in the bottom fifth of each category must be justified in some way, such as a strong brand franchise among consumers (example: bottle nipples for the Baby Needs category), to warrant space on the shelf, as well as the necessary inventory that must be stocked at the warehouse. ■

Rank (Top 5th of items in category by dollar sales)	Percent of Total Category $ Sales
1. First Aid Needs	79.8%
2. Home Permanents	68.1
3. Vitamins	62.9
4. Analgesics—Internal	61.4
5. Men's Razor Blades	61.2
6. Dietetic Needs	60.8
7. Men's After Shave	60.7
8. Hair Conditioners	60.3
9. Rinses, Setting Lotions	59.0
10. Tampons	58.9
11. Hair Coloring	58.5
12. Cold Needs—Cough Syrups	57.1
13. Cold Needs—Cold Tablets	57.1
14. Toothbrushes	57.0
15. Baby Needs	55.9
16. Skin Care	55.8
17. Laxatives	54.9
18. Shampoos	54.7
19. Shaving Supplies	54.3
20. Eye Care	53.2
21. Denture Aids	53.0
22. Cold Needs—Sprays/Drops	52.0
23. Deodorants—Roll ons	51.4
24. Lotions	50.7
25. Antacids	50.6
26. Men's Hair Preparations	50.4
27. Toothpastes	49.8
28. Footcare	49.6
29. Analgesics—External	48.8
30. Mouthwashes	47.5
31. Deodorants—Stick	47.2
32. Hair Sprays	47.2
33. Feminine Hygiene Sprays	45.7
34. Hand & Body Creams	45.3
35. Sanitary Napkins	43.8
36. Deodorants—Sprays	42.3
37. Suntan Needs	41.7

Rank (Top 5th of items in category—by margin dollars)	Percent of Total Gross Margin $
1. First Aid Needs	78.4%
2. Home Permanents	68.4
3. Vitamins	63.7
4. Men's After Shave	59.4
5. Hair Coloring	58.4
6. Dietetic Needs	57.6
7. Men's Razor Blades	57.4
8. Cold Needs—Cold Tablets	56.2
9. Skin Care	54.6
10. Cold Needs—Cough Syrups	54.4
11. Laxatives	53.5
12. Hair Conditioners	52.7
13. Analgesics—Internal	52.0
14. Baby Needs	51.3
15. Toothbrushes	50.5
16. Rinses, Setting Lotions	50.2
17. Shaving Supplies	50.1
18. Shampoos	49.9
19. Eye Care	49.6
20. Cold Needs—Spray/Drops	49.0
21. Men's Hair Preparations	49.0
22. Analgesics—External	49.0
23. Deodorants—Roll ons	48.5
24. Denture Aids	47.0
25. Deodorants—Stick	46.8
26. Lotions	46.8
27. Tampons	46.7
28. Antacids	44.3
29. Feminine Hygiene Sprays	44.1
30. Hand & Body Creams	42.7
31. Foot Care	42.7
32. Hair Sprays	40.0
33. Deodorants—Spray	39.0
34. Suntan Needs	38.4
35. Mouthwashes	38.2
36. Toothpastes	34.8
37. Sanitary Napkins	32.2

*Top 20% of category

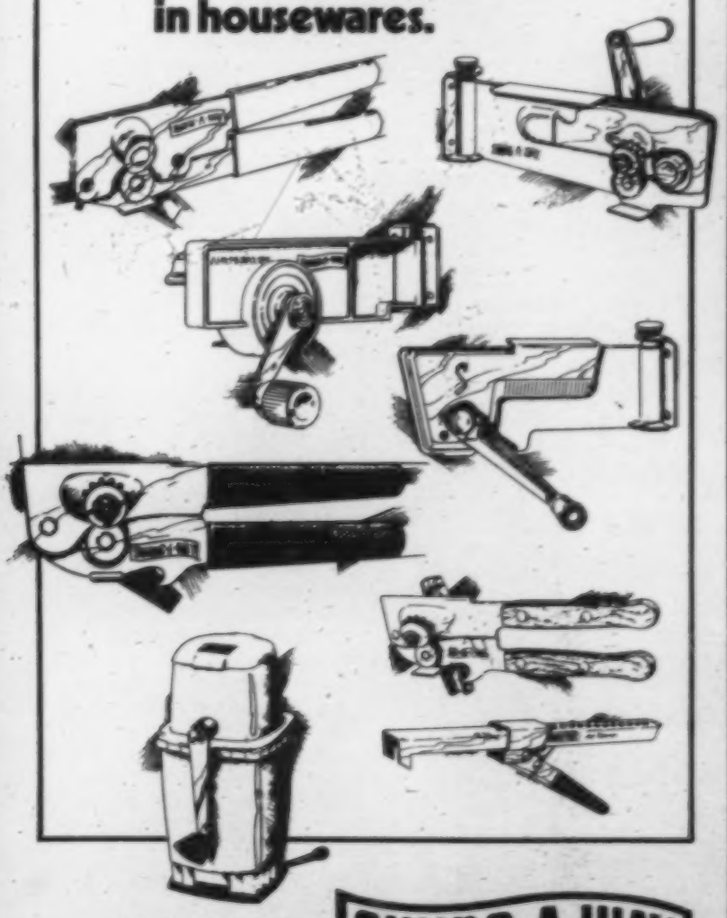
HBA PROFITABILITY STUDY

FEMININE HYGIENE SPRAYS & MISC.

Items by $ Sales Rank (Fifths)	Sales		$ Margin	% Margin
	Units	Dollars		
Top 5th	43.9%	48.7%	44.1%	29.9
2nd 5th	29.3	29.7	29.6	30.9
3rd 5th	19.9	15.1	17.4	35.6
4th 5th	6.5	7.9	7.5	29.6
5th 5th	1.3	1.6	1.4	27.7
Total	100.0%	100.0%	100.0%	31.8

Our ranking of the contribution of the top fifth for this category comes in at 29 for margin dollars and 33 for dollar sales.

One of the best-known, best-selling brands in housewares.



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MEN'S AFTER SHAVE

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	56.3%	60.7%	59.4%	29.0
2nd 5th	29.1	25.8	27.7	31.9
3rd 5th	13.1	10.5	10.8	30.5
4th 5th	1.5	2.7	2.0	22.1
5th 5th	—	0.3	0.1	20.0
Total	100.0%	100.0%	100.0%	29.7

In the contribution of the top fifth, in our ranking of 37 categories, men's after shave is ranked number four in margin dollars and number seven in dollar sales.

MEN'S HAIR PREPARATIONS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	45.2%	50.4%	49.0%	28.7
2nd 5th	33.7	32.4	30.9	28.1
3rd 5th	15.9	12.7	15.9	37.0
4th 5th	3.9	3.4	3.2	27.7
5th 5th	1.3	1.1	1.0	28.3
Total	100.0%	100.0%	100.0%	29.5

The contribution of the top fifth in this category is ranked by us at number 21 for margin dollars and number 26 for dollar sales.

TOOTHBRUSHES

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	46.8%	57.0%	50.5%	31.4
2nd 5th	32.9	26.0	29.3	40.1
3rd 5th	18.5	15.0	18.0	42.6
4th 5th	1.7	1.9	2.1	38.3
5th 5th	0.1	0.1	0.1	45.6
Total	100.0%	100.0%	100.0%	35.5

The top fifth of the toothbrush category is ranked number 15 in margin dollars in our listing and number 14 in dollar sales.

TOOTHPASTES

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	46.6%	49.8%	34.8%	13.1
2nd 5th	27.7	27.3	32.8	22.6
3rd 5th	15.1	13.8	19.9	27.1
4th 5th	7.7	6.7	8.6	24.1
5th 5th	2.9	2.4	3.9	30.4
Total	100.0%	100.0%	100.0%	18.8

Our ranking placed this at 26 in dollar sales and 36 in dollar margin.

MOUTHWASHES

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	38.7%	47.5%	38.2%	17.9
2nd 5th	29.7	27.5	30.4	24.6
3rd 5th	20.1	15.3	19.1	28.0
4th 5th	10.0	8.6	10.5	27.5
5th 5th	1.5	1.1	1.8	35.1
Total	100.0%	100.0%	100.0%	22.2

The contribution of the top fifth here places the category at number 35 in margin dollars and 30 in dollar sales.

DENTURE AIDS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	52.3%	53.0%	47.0%	24.1
2nd 5th	27.2	27.8	29.7	29.0
3rd 5th	14.9	14.3	17.4	33.1
4th 5th	5.5	4.8	5.8	32.6
5th 5th	0.1	0.1	0.1	24.2
Total	100.0%	100.0%	100.0%	27.2

The contribution of the top fifth, in our ranking of the 37 categories comes in at 24 for margin dollars and 21 for dollar sales.

COLD NEEDS—COLD TABLETS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	53.8%	57.1%	56.2%	26.0
2nd 5th	26.6	26.0	26.5	26.9
3rd 5th	15.8	13.3	13.8	27.4
4th 5th	3.4	3.3	3.2	26.4
5th 5th	0.4	0.3	0.3	25.4
Total	100.0%	100.0%	100.0%	26.4

The top fifth here is ranked number eight in margin dollars and number 13 in dollar sales in our listing of the 37 categories.

COLD NEEDS—COUGH SYRUPS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	52.2%	57.1%	54.4%	26.3
2nd 5th	28.8	26.6	28.5	29.6
3rd 5th	15.6	12.2	12.8	29.0
4th 5th	3.4	3.9	4.2	29.4
5th 5th	*	0.2	0.1	28.8
Total	100.0%	100.0%	100.0%	27.5

The top fifth here is number 10 in margin dollars and number 12 in dollar sales.

COLD NEEDS—SPRAY/DROPS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	46.1%	52.0%	49.0%	26.7
2nd 5th	29.0	24.6	26.6	30.7
3rd 5th	18.3	17.1	18.1	30.2
4th 5th	5.0	5.2	5.0	27.3
5th 5th	1.6	1.1	1.3	33.2
Total	100.0%	100.0%	100.0%	28.4

The ranking is number 20 in margin dollars and number 22 in dollar sales.

DEODORANTS—SPRAY

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	39.5%	42.3%	39.0%	24.4
2nd 5th	28.9	27.5	31.5	30.2
3rd 5th	18.1	18.4	18.2	26.1
4th 5th	11.9	10.2	9.8	25.4
5th 5th	1.6	1.6	1.5	25.3
Total	100.0%	100.0%	100.0%	26.4

The ranking contribution of the top fifth here is 33 for margin dollars and 36 for dollar sales.

DEODORANTS—STICK

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	47.1%	47.2%	46.8%	26.2
2nd 5th	22.7	23.8	22.8	25.3
3rd 5th	16.4	15.8	15.4	25.7
4th 5th	10.5	9.4	10.5	29.5
5th 5th	3.3	3.8	4.5	31.9
Total	100.0%	100.0%	100.0%	26.4

Our ranking of the contribution of the top fifth places stick deodorants at number 25 in margin dollars and 31 in dollar sales.

DEODORANTS—ROLL-ON

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	49.9%	51.4%	48.5%	24.9
2nd 5th	27.1	28.6	29.4	27.2
3rd 5th	17.9	15.2	16.8	29.1
4th 5th	5.0	4.6	5.2	29.7
5th 5th	0.1	0.2	0.1	24.4
Total	100.0%	100.0%	100.0%	26.4

The contribution of the top fifth, among our ranking of the 37 categories, is number 23 for margin dollars and dollar sales.

HBA PROFITABILITY STUDY

SHAMPOOS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	50.8%	54.7%	49.9%	27.0
2nd 5th	28.6	25.8	28.1	32.3
3rd 5th	13.7	14.0	15.9	33.5
4th 5th	6.6	5.1	5.7	33.3
5th 5th	0.3	0.4	0.4	30.9
Total	100.0%	100.0%	100.0%	29.6

Neck and neck in our ranking in contribution of the top fifth in both margin dollars and dollar sales: number 18.

RINSES, SETTING LOTIONS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	48.6%	59.0%	50.2%	24.4
2nd 5th	43.2	33.9	41.5	35.2
3rd 5th	6.9	5.6	6.6	34.1
4th 5th	1.3	1.4	1.5	29.5
5th 5th	*	0.1	0.2	28.8
Total	100.0%	100.0%	100.0%	28.7

The top fifth here comes in at 16 in margin dollars and number nine in dollar sales.

HAIR CONDITIONERS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	64.3%	60.3%	52.7%	23.1
2nd 5th	22.5	25.3	29.9	31.2
3rd 5th	10.8	11.6	13.8	31.5
4th 5th	2.3	2.6	3.3	34.4
5th 5th	0.1	0.2	0.3	29.6
Total	100.0%	100.0%	100.0%	26.4

The ranking here is number 12 for margin dollars and number eight for dollar sales.

HOME PERMANENTS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	69.2%	68.1%	68.4%	28.9
2nd 5th	30.1	27.5	27.6	28.9
3rd 5th	0.7	3.6	3.2	25.4
4th 5th	*	0.6	0.6	28.3
5th 5th	*	0.2	0.2	30.7
Total	100.0%	100.0%	100.0%	28.8

The contribution of the top fifth of home permanents is ranked number two in both margin dollar and dollar sales.

HAIR COLORING

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	63.1%	58.5%	58.4%	26.1
2nd 5th	27.2	27.3	27.2	26.1
3rd 5th	9.5	11.2	11.4	26.7
4th 5th	0.1	2.3	2.2	25.4
5th 5th	0.1	0.7	0.8	28.8
Total	100.0%	100.0%	100.0%	26.2

The contribution of the top fifth of hair coloring supplies is number five in margin dollars, and number 11 in dollar sales, in our ranking of the 37 categories.

HAND & BODY CREAMS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	47.5%	45.3%	42.7%	27.1
2nd 5th	25.4	25.9	27.8	31.0
3rd 5th	20.1	19.2	21.1	31.7
4th 5th	7.0	9.2	8.0	25.0
5th 5th	*	0.4	0.4	26.2
Total	100.0%	100.0%	100.0%	28.8

The contribution of the top fifth is ranked by us at number 30 for margin dollars and 34 for dollar sales.

SKIN CARE

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	49.2%	55.8%	54.6%	28.0
2nd 5th	30.0	25.8	27.1	30.0
3rd 5th	16.7	15.4	15.3	28.0
4th 5th	4.1	2.9	2.9	28.0
5th 5th	*	0.1	0.1	27.0
Total	100.0%	100.0%	100.0%	28.0

The top fifth of the skin care category is number nine in margin dollars and number 16 in dollar sales in our ranking.

FOOT CARE

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	36.8%	49.6%	42.7%	30.6
2nd 5th	31.0	29.7	29.2	34.9
3rd 5th	18.5	13.8	17.6	45.3
4th 5th	13.4	6.0	9.9	58.1
5th 5th	0.3	0.9	0.6	23.0
Total	100.0%	100.0%	100.0%	35.5

Our ranking of the contribution of the top fifth places this category at 31 in margin dollars and 28 in dollar sales.

EYE CARE

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	52.3%	53.2%	49.6%	25.6
2nd 5th	26.2	27.7	30.5	30.3
3rd 5th	15.8	13.8	14.3	28.3
4th 5th	4.9	4.2	4.2	27.6
5th 5th	0.8	1.1	1.4	34.0
Total	100.0%	100.0%	100.0%	27.5

Ranked number 19 in margin dollars and number 20 in dollar sales.

LOTIONS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	50.8%	50.7%	46.8%	26.6
2nd 5th	24.8	25.2	27.1	30.9
3rd 5th	18.6	16.8	18.6	31.9
4th 5th	5.7	6.8	6.9	29.3
5th 5th	0.1	0.5	0.6	31.9
Total	100.0%	100.0%	100.0%	28.8

Our ranking of the contribution of the top fifth for lotions comes in at 26 for margin dollars and 24 for dollar sales.

SHAVING SUPPLIES

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	52.7%	54.3%	50.1%	24.3
2nd 5th	26.0	27.0	29.9	29.2
3rd 5th	14.7	14.3	14.4	26.6
4th 5th	6.4	4.2	5.5	34.5
5th 5th	0.2	0.2	0.1	29.6
Total	100.0%	100.0%	100.0%	26.4

Our ranking puts this category at number 17 in margin dollars and number 19 in dollar sales.

MEN'S RAZOR BLADES

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	59.0%	61.2%	57.4%	25.3
2nd 5th	19.4	20.9	22.3	28.9
3rd 5th	15.3	10.7	11.9	30.0
4th 5th	4.5	5.7	6.5	30.6
5th 5th	1.8	1.5	1.9	33.9
Total	100.0%	100.0%	100.0%	27.0

The top fifth of this category is ranked among the 37 number seven in margin dollars and number five in dollar sales.

HBA PROFITABILITY STUDY

BABY NEEDS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	47.9%	55.9%	51.3%	31.2
2nd 5th	31.9	26.8	27.6	37.6
3rd 5th	13.5	12.8	13.9	37.0
4th 5th	6.4	4.1	4.7	38.7
5th 5th	0.3	0.4	0.5	35.7
Total	100.0%	100.0%	100.0%	34.0

The top fifth of this category in our listing ranks number 14 for margin dollars and number 15 for dollar sales.

VITAMINS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	64.5%	62.9%	63.7%	37.0
2nd 5th	22.8	23.6	22.1	34.2
3rd 5th	8.1	8.7	8.8	37.0
4th 5th	4.2	4.2	4.8	41.2
5th 5th	0.4	0.6	0.6	32.4
Total	100.0%	100.0%	100.0%	36.6

In our ranking of the contribution of the top fifth among 37 categories, vitamins are listed third in both margin dollar and dollar sales.

DIETETIC NEEDS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	56.6%	60.8%	57.6%	32.7
2nd 5th	22.3	20.5	21.5	36.2
3rd 5th	16.4	14.2	15.6	37.8
4th 5th	4.2	3.4	4.1	41.6
5th 5th	0.5	1.1	1.2	37.0
Total	100.0%	100.0%	100.0%	34.5

The top fifth's contribution here is ranked number six in dollar sales and margin dollars.

SUNTAN NEEDS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	58.1%	41.7%	38.4%	23.5
2nd 5th	20.1	25.9	29.5	29.1
3rd 5th	11.9	18.0	19.6	27.8
4th 5th	5.9	8.7	6.6	19.4
5th 5th	4.0	5.7	5.9	26.5
Total	100.0%	100.0%	100.0%	25.5

Our ranking of the contribution of the top fifth here is 34 for margin dollars and 37 for dollar sales.

FIRST AID NEEDS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	84.0%	79.8%	78.4%	34.1
2nd 5th	13.2	16.2	17.9	38.4
3rd 5th	2.6	3.4	3.1	31.7
4th 5th	0.2	0.5	0.5	35.2
5th 5th	*	0.1	0.1	38.5
Total	100.0%	100.0%	100.0%	34.8

Contribution of top fifth is ranked number one in both dollar sales and margin dollars.

HAIR SPRAYS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	53.6%	47.2%	40.0%	23.2
2nd 5th	21.1	24.5	26.8	29.9
3rd 5th	15.1	16.4	18.5	31.0
4th 5th	8.9	10.6	13.0	33.6
5th 5th	1.3	1.3	1.7	35.5
Total	100.0%	100.0%	100.0%	27.4

The ranking of the contribution of the top fifth places hair sprays at 32 in both margin dollars and dollar sales.

SANITARY NAPKINS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	36.9%	43.8%	32.2%	15.2
2nd 5th	27.9	26.9	30.8	23.7
3rd 5th	24.5	19.2	24.4	26.3
4th 5th	9.1	8.9	11.2	26.0
5th 5th	1.6	1.2	1.4	23.3
Total	100.0%	100.0%	100.0%	20.7

Our ranking of the contribution of the top fifth places this category at number 37 in margin dollars and number 35 in dollar sales.

TAMPONS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	48.0%	58.9%	46.7%	17.8
2nd 5th	28.3	28.2	26.9	30.0
3rd 5th	14.9	13.4	14.9	28.5
4th 5th	7.9	6.8	8.6	28.6
5th 5th	0.9	0.7	0.9	27.3
Total	100.0%	100.0%	100.0%	22.5

The contribution of the top fifth is ranked by us at number 27 in margin dollars and number 10 in dollar sales.

ANALGESICS—INTERNAL

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	54.0%	61.4%	52.0%	18.9
2nd 5th	24.9	20.5	25.5	27.8
3rd 5th	12.5	11.5	14.0	27.1
4th 5th	6.6	5.4	7.0	29.1
5th 5th	2.0	1.2	1.5	29.2
Total	100.0%	100.0%	100.0%	22.5

The ranking for internal analgesics is number 13 for margin dollars and number four for dollar sales.

ANALGESICS—EXTERNAL

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	48.4%	48.8%	49.8%	35.6
2nd 5th	30.1	33.1	32.7	35.0
3rd 5th	15.6	13.4	14.4	37.9
4th 5th	5.8	4.4	3.6	29.5
5th 5th	0.1	0.3	0.3	32.4
Total	100.0%	100.0%	100.0%	35.5

Our ranking of the contribution of the top fifth is number 22 in margin dollars and number 29 in dollar sales.

ANTACIDS

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	41.8%	50.6%	44.3%	23.9
2nd 5th	27.9	28.1	29.2	31.9
3rd 5th	17.6	15.2	16.2	29.1
4th 5th	12.6	6.9	9.1	31.4
5th 5th	0.1	0.2	0.2	38.8
Total	100.0%	100.0%	100.0%	27.2

Our ranking of the contribution of the top fifth for antacids comes in at number 28 for margin dollars and 25 for dollar sales.

LAXATIVES

Items by $ Sales Rank	Sales		$ Margin	% Margin
(Fifths)	Units	Dollars		
Top 5th	46.9%	54.9%	53.0%	29.4
2nd 5th	29.6	24.5	24.7	38.5
3rd 5th	16.2	13.0	14.3	33.3
4th 5th	7.1	7.2	7.2	38.0
5th 5th	0.3	0.4	0.3	35.3
Total	100.0%	100.0%	100.0%	38.1

Our ranking of the top fifth's contribution here comes in at number 11 for margin dollars and number 17 for dollar sales.

SAMI UPDATE:

HBA Sales Show Little Growth

BY ALAN MILLER, JR.

It wasn't a great month for HBA products in March. Sales of food products were weak also: consumers just weren't in a buying mood.

From all reports, when March retail sales figures were scrutinized there was an abundance of sad faces in the consumer products marketing community. In mid-April, the U.S. Department of Commerce announced that total retail sales were soft to the tune of a 1.9 percent decline from March, 1984.

There were two theories advanced to explain the lethargy in retail sales. Some economists believe that delays in sending out tax refunds inhibited consumer purchases. Others expressed the view that the bank scare in Ohio triggered consumer caution. Whatever the reason, SAMI results in the 28 days ending March 29, 1985 confirmed the fact that food store sales were indeed weak and that the performance of health and beauty aids items, which registered a national unit volume decline of 0.5 percent, was part of the weakness exhibited in all five product groups comparing four-week trends with those for 12 weeks.

In spite of the fact that March was National Frozen Foods Month, unit volume rose only one percent versus March, 1984 as compared with an increase of 2.1 percent for the 12-week period ending March 29, 1985. Dry grocery: food unit volume fell 1.8 percent after having enjoyed plus volume in both January and February. A weakness in food purchases may signal less shopping time and therefore fewer opportunities to make either planned or impulse purchases of HBA products.

Proprietary dip

During March, there were declines in unit sales in four product groups and gains in an equal number. The most serious dip was encountered among proprietary remedies, where the 3.5 percent loss represents 2.9 million units in a 28-day period. This percentage decrease is in contrast to a 3.2 percent gain for the 12-week reporting period. The best performance on a product group basis was a gain of 7.7 percent, or more than one million units, for skin care aids.

At the product category measurement level, there were 20 with volume plus signs as opposed to 30 with negative signs. As has been the case for many moons, the gain rate was highest (+151.2 percent) for hair setting needs, where the hair styling mousse products are coded. But as the first anniversary of the mass proliferation of these brands and items approaches, the rate of gain is diminishing (the growth on a 52-week basis was +379.6 percent and was 281.4 percent for the 12-week period). These new items account for nearly $60 million at retail in food stores and growth is still continuing.

All of the double-digit loss rates, except one, were found in categories with less than one million units in four-week volume. The lone exception was spray deodorants, where a loss rate of 11.9 percent, translating to 699,000 units, was found.

Baby needs lose

Two of the four categories of baby needs experienced downtrends in unit volume. On the losing side were baby oils, creams & lotions (−5.9 percent) and infant clothes (−7.7 percent). These losses offset gains of 0.7 percent for baby powders and 3.7 percent for nursing supplies, resulting in a decrease of 2.0 percent for the product group.

Five out of eight deodorant categories moved downside. In addition to the aforementioned spray deodorant category, where body deodorants have not apparently lived up to their initial promise, there were also significant four-week loss rates among cream deodorants (−10.9 percent), deodorant and talcum powders (−11.1 percent) and roll-on deodorants (−8.9 percent).

The three deodorant categories with sales improvement over the corresponding period a year ago were: stick deodorants and pads (+5.8 percent), foot deodorants and athlete's foot remedies (+4.8 percent) and feminine douches (+3.9 percent). The decline rate for the entire deodorant product group was 3.5 percent.

Both categories in SAMI's first aid product group enjoyed four-week gains in unit volume: first aid antiseptics showed an increase of 6.3 percent, while first aid products volume grew 2.0 percent.

Rinses gain

In the hair care needs product group, aside from the burgeoning power of hair styling mousse proliferations, the other notable trend was the sales recovery of hair conditioning rinses. This category had been beleagured for some time, but as a result of the sales vitality of such new entries as Halsa from S.C. Johnson, P&G's Ivory and Lilt, Helene Curtis's Atune, Chesebrough-Pond's Rave and Lever Brothers's Dimension, four-week category volume was 6.3 percent ahead of last year's pace.

Food store sales of shampoo were down 5.5 percent, however, and smaller loss rates were found among: home permanent kits (−4.8 percent), hair coloring (−2.0 percent) and hair dressing needs (−0.8 percent). Hair spray volume rose 2.4 percent and new Atune and Perma Soft were responsible for reinforced volume in the category.

After a prolonged slow period, sales of toothpaste and powder items moved into the black and a small gain of 1.7 percent was registered during the March, 1985 period. Dentifrice pumps continue to exhibit growth in this category. There were also gains for breath fresheners (+12.6 percent), toothbrushes (+3.7 percent) and mouthwash (+2.5 percent).

The two categories with reduced four-week unit volume were denture cleaners (−3.5 percent) and denture adhesives (−2.0 percent).

Eye care up

There were only two categories of proprietary remedies with four-week unit volume improvements over the period a year earlier. Eye care products continued their sustained expansion and the four-week increase rate of 21.8 percent was slightly higher than the annual rate of increase (+20.8 percent). Also recording a continuing rate of growth was the category of sleeping aids (+12.2 percent).

Each of the four proprietary remedy categories for coughs and colds moved from plus trends for the 12-week 1985 period to rates of loss for the March reporting period. Cold tablets fell 3.7 percent, however, coming off a 12.7 percent increase rate in the corresponding year ago period. Vitamins (−9.9 percent) continue to record volume declines as do appetite suppressants (−13.3 percent).

Lesser four-week loss rates were found among antacids (−1.2 percent), internal analgesics (−2.3 percent) and laxatives (−1.2 percent).

Once again, there were no plus signs in any of the five shaving needs categories tracked by SAMI, and this weakness is manifest for trends of 52, 12 or four weeks. In the most recent period, however, the loss rate of 2.1 percent for the product group as a whole is less pronounced than for 52 weeks (−5.2 percent) or 12 weeks (−4.9 percent).

When shavers use up the last of their deal merchandise during early 1985, the shaving cream category may start showing a trend upward.

A minor setback

In the five skin care aids categories, there was only one minor setback—a 0.3 percent loss for cosmetic and medicated skin aids. This product group has been generally flourishing thus far in 1985, following a generally weak period as 1984 drew to a close. Particularly strong was the performance of suntan lotion and suntan oil, which was apparently weather-related, since sunburn remedies, among external analgesics, also jumped the gain on the start of the new tan/burn season.

Facial preparations grew 7.4 percent, signaling resuscitation from a weak end-of-the-year period.

On the whole, the sales picture wasn't very rosy in March on the HBA front. But there may be some small comfort in the fact that the weakness was shared in other product areas and, as they say, misery loves company. ■

HEALTH & BEAUTY AIDS:
SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

	% CHANGE VS. YEAR AGO		
PRODUCT GROUP AND CATEGORY	4 WEEKS ENDING 2/1/85	4 WEEKS ENDING 3/1/85	4 WEEKS ENDING 3/29/85
BABY NEEDS	**– 0.1%**	**+ 0.9%**	**– 2.0%**
Baby Powders	– 1.6	– 2.6	+ 0.7
Baby Oils, Creams & Lotions	– 2.7	+ 0.2	– 5.9
Infant Clothes	– 5.4	– 9.6	– 7.7
Nursing Supplies	+ 6.0	± 0.0	+ 3.7
DEODORANTS	**+ 3.0%**	**– 2.5%**	**– 3.6%**
Sprays	– 10.7	– 15.3	– 11.9
Roll-Ons	+ 2.0	– 4.8	– 8.0
Stick Deodorants & Pads	+ 14.7	+ 8.5	+ 5.8
Creams	– 0.6	– 4.4	– 10.9
Deodorants & Talcum Powders	– 0.8	– 11.2	– 11.1
Feminine Hygiene Deodorants	– 7.4	– 11.6	– 6.8
Foot Deodorants & Athlete's Foot Remedies	+ 5.4	+ 1.9	+ 4.8
Feminine Douches	± 0.3	+ 2.2	+ 3.9
FIRST AID	**+ 1.2%**	**+ 4.6%**	**+ 2.9%**
Antiseptics	+ 9.2	+ 8.7	+ 6.3
First Aid Products	– 0.6	+ 0.6	+ 2.0
HAIR CARE NEEDS	**+ 5.2%**	**+ 1.6%**	**+ 1.7%**
Shampoos	– 1.2	– 5.1	– 5.5
Hair Sprays	+ 8.6	– 1.4	+ 2.4
Hair Conditioning Rinses	+ 1.4	± 0.0	+ 6.3
Hair Setting Needs	+ 439.7	+ 409.8	+ 151.2
Home Permanent Kits	+ 3.3	– 1.6	– 4.8
Hair Coloring	+ 0.3	+ 6.5	– 2.0
Hair Dressing Needs	+ 1.5	– 0.6	– 0.8
ORAL HYGIENE	**– 1.2%**	**– 0.6%**	**+ 1.8%**
Toothpastes & Powders	– 3.0	+ 2.7	+ 1.7
Mouthwashes	+ 3.6	+ 7.7	+ 2.5
Breath Fresheners	+ 9.4	+ 14.3	+ 12.6
Denture Cleaners	– 7.5	– 5.0	– 3.5
Denture Adhesives	+ 1.2	+ 0.2	– 2.0
Toothbrushes	– 2.5	– 0.2	+ 3.7
PROPRIETARY REMEDIES	**+ 9.2%**	**+ 3.2%**	**– 3.8%**
Antacids	+ 2.4	– 1.0	– 1.2
Internal Analgesics	+ 6.9	+ 0.2	– 2.3
External Analgesics	– 2.6	– 1.3	– 5.4
Cold Tablets	+ 20.4	+ 10.3	– 3.7
Nasal Sprays—Drops—Inhalers	+ 11.4	+ 14.0	– 1.8
Chest Rubs	+ 14.4	+ 11.1	+ 16.4
Cough Remedies	+ 18.1	+ 0.2	– 9.6
Laxatives	– 4.5	+ 4.1	– 1.2
Sleeping Aids	+ 18.9	+ 9.8	+ 19.2
Tranquilizers	– 22.7	– 22.4	– 30.4
Vitamins	– 7.7	– 2.7	– 3.9
Sun Care Products	+ 23.1	+ 25.4	+ 21.8
Arthritis Supplements	– 1.0	– 2.0	– 1.3
SHAVING NEEDS	**– 1.4%**	**– 1.6%**	**– 2.1%**
Shaving Cream	– 4.0	– 4.2	– 0.9
Blades & Razors	– 0.2	– 0.2	– 2.8
After Shave	– 4.8	– 4.8	– 3.8
Razors	– 1.6	– 1.6	– 1.8
Electric Shavers	+ 1.1	+ 1.1	– 1.7
SKIN CARE NEEDS	**+ 1.1%**	**+ 0.7%**	**– 1.7%**
Facial & Body Creams & Lotions	– 0.2	– 0.8	– 2.9
Soaps	+ 1.2	+ 1.2	– 1.2
Bath Preparations	+ 2.3	+ 2.3	– 1.2
Suntan Lotions & Oils	+ 2.3	+ 2.3	– 2.3
Cosmetics & Accessories	+ 1.1	+ 1.1	– 1.3
Skin Aids	+ 1.1	+ 1.1	– 1.3
TOTAL ALL CATEGORIES	**+ 1.5%**	**+ 1.0%**	**– 0.7%**

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HOUSEHOLD & CLEANING PRODUCTS

Over 65's are Far from Retiring From the Job of Cleaning

Traditional values assert themselves in consumption patterns for household supplies and cleaning products. Upper-income seniors outstrip national averages for a wide variety of products, including metal polish, detergents for fine fabrics, automatic dishwashing powder and scouring powder. One-person households outshine the others in metal polish, water conditioners and automatic dishwashing detergent. Personal use bar soaps and liquid soaps sell well in neighborhoods with upper-income blacks. Few products in this category show exceptional consumption among upper-income full-time working women.

With, presumably, more metal in their homes to polish—particularly silver and brass—upper-income households use plenty of metal polish. Seniors are the most dedicated buffers.

METAL POLISH — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	25.9	
Blacks	21.5	−17
1-Person hh	33.8	+30
65+	47.7	+84
35-44	30.7	+19
Working Women (FT)	26.6	+ 3

DRAIN CLEANERS — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	44.2	
Blacks	47.9	+ 8
1-Person hh	41.2	− 7
65+	48.1	+ 9
35-44	45.0	+ 2
Working Women (FT)	44.9	+ 2

Seniors give special attention to clothing made of fine fabrics by using specially formulated soaps for them. The majority of upper-income households let a machine do their dishes, although blacks are below average here.

SOAP/DETERGENT FINE FABRICS — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	53.5	
Blacks	57.0	+ 7
1-Person hh	58.5	+ 9
65+	67.1	+25
35-44	53.0	− 1
Working Women (FT)	55.0	+ 3

AUTOMATIC DISHWASHING DETERGENT — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	41.6	
Blacks	38.5	− 7
1-Person hh	45.5	+ 9
65+	49.0	+18
35-44	68.2	+59
Working Women (FT)	55.1	+32

Liquid soap for personal care has made its way into one third of U.S. households. Traditional bar soap finds its staunchest supporters among upper income blacks and 35-to-44's.

BAR SOAP—PERSONAL CARE — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	23.4	
Blacks	37.7	+61
1-Person hh	8.4	−64
65+	13.3	−43
35-44	33.1	+42
Working Women (FT)	26.4	+13

*6+ bars last 30 days.

LIQUID SOAP—PERSONAL CARE — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	32.9	
Blacks	34.2	+ 4
1-Person hh	32.3	− 2
65+	36.6	+11
35-44	37.4	+14
Working Women (FT)	36.0	+ 9

Both blacks and seniors are above average in their purchase of in-tank toilet bowl cleaners. Water conditioners, which are most popular in the North Central states and in rural areas, register one and one-half times the national rate among seniors.

IN-TANK TOILET BOWL CLEANERS — All Buyers

$20,000+	% Using	Difference From Average (%)
All Homemakers	35.6	
Blacks	47.1	+32
1-Person hh	31.6	−11
65+	39.2	+10
35-44	33.9	− 5
Working Women (FT)	34.2	− 4

WATER CONDITIONERS — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	5.0	
Blacks	4.5	− 9
1-Person hh	6.3	+27
65+	12.1	+143
35-44	5.3	+ 7
Working Women (FT)	4.7	− 5

Supermarkets stock a wide variety of weapons for the war against indoor and outdoor insect pests. Both outdoor insecticides and roach traps are frequently employed by seniors, with the latter also scoring high among blacks, who often live in urban areas.

OUTDOOR INSECTICIDES — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	30.6	
Blacks	18.8	−38
1-Person hh	25.8	−16
65+	45.7	+49
35-44	35.3	+15
Working Women (FT)	30.4	− 1

ROACH TRAPS — All Buyers

$20,000+	% Using	Difference From Average (%)
All Homemakers	8.4	
Blacks	16.6	+98
1-Person hh	6.2	−26
65+	11.5	+38
35-44	6.6	−21
Working Women (FT)	7.1	−16

$20,000+	SCOURING POWDER % Using	SCOURING POWDER Versus Avg.	SCOURING PADS 7+ pads last 30 days. % Using	SCOURING PADS Versus Avg.	SPRAYS/ROOM DEODORIZERS % Using	SPRAYS/ROOM DEODORIZERS Versus Avg.	RUBBER GLOVES % Using	RUBBER GLOVES Versus Avg.	STARCH % Using	STARCH Versus Avg.
Total	75.0	—	16.2	—	55.7	—	28.5	—	28.3	—
Blacks	67.2	−10	18.8	+16	58.3	+ 5	28.7	+ 1	44.0	+67
1-Person hh	76.5	+ 2	11.0	−32	54.4	− 2	33.2	+16	20.6	−22
65+	88.6	+18	17.6	+ 9	62.7	+12	34.6	+21	28.5	+ 9
35-44	79.6	+ 6	18.5	+15	56.5	+ 1	31.4	+10	29.6	+13
Working Women (FT)	74.8	—	18.3	+13	54.5	− 2	28.9	+ 5	29.0	+11

Source: Mediamark Research Inc.

DESSERTS/BAKING INGREDIENTS

Buying—Not Making—Desserts Becomes More A La Mode

The dessert-baking ingredient section is under attack. On one flank there's the traditional baked goods section, on the other an expanding array in the frozens cases—and smashing through the center, in many cases, an aggressive instore bakery. Full-time working women are below average in their usage of most of these ingredients, as are one-person households. Over 65's, however, represent a good potential for baking nuts, flour and artificial sweeteners (working women score here, too). Both evaporated milk and shortening are near staples among many blacks, with gelatin, pie crust and frosting also pulling.

With three out of 10 adults using artificial sweeteners, the product has progressed from fringe to mainstream. Diet-conscious working women are among the most dedicated users.

SUGAR — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	37.1	
Blacks	34.8	−6
1-Person hh	10.8	−71
65+	31.9	−14
35-44	43.7	+18
Working Women (FT)	33.9	−9

*7+ pounds last 30 days.

ARTIFICIAL SWEETNERS — All Users

	% Using	Difference From Average (%)
All Adults	28.2	
Blacks	19.9	−29
1-Person hh	26.0	−8
65+	30.5	+8
35-44	29.9	+6
Working Women (FT)	36.1	+28

Evaporated milk maintains its strongest hold in rural locations, in the South and among blacks, who provide a core of loyal users. Blacks also show above-average usage of shortening.

EVAPORATED MILK — All Buyers

	% Using	Difference From Average (%)
All Homemakers	40.3	
Blacks	44.4	+10
1-Person hh	27.1	−37
65+	39.6	−2
35-44	44.8	+11
Working Women (FT)	37.0	−8

SHORTENING — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	10.7	
Blacks	22.1	+106
1-Person hh	1.1	−90
65+	3.3	−69
35-44	12.4	+16
Working Women (FT)	10.1	−6

*4+ pounds last 30 days.

Seniors remain above-average users of flavored gelatin desserts and apparently cover them with whipped topping on occasion. Topping has relatively low penetration among blacks.

FLAVORED GELATIN DESSERTS — All Users

	% Using	Difference From Average (%)
All Homemakers	50.0	
Blacks	53.6	+7
1-Person hh	39.7	−20
65+	55.3	+11
35-44	55.5	+11
Working Women (FT)	51.4	+3

WHIPPED TOPPING — All Users

	% Using	Difference From Average (%)
All Homemakers	55.5	
Blacks	36.2	−35
1-Person hh	41.1	−26
65+	57.7	+4
35-44	63.5	+14
Working Women (FT)	55.2	−1

An early "convenience food," packaged pie crust is used by one out of four homemakers. (The category includes frozen pastry, dry crumb mix, refrigerated pastry and sticks.) Popularity is highest among blacks.

PIE CRUST, PACKAGED — All Users

	% Using	Difference From Average (%)
All Homemakers	25.4	
Blacks	31.6	+24
1-Person hh	21.8	−14
65+	23.5	−7
35-44	30.0	+18
Working Women (FT)	26.6	+5

NUTS FOR COOKING — All Users

	% Using	Difference From Average (%)
All Homemakers	41.1	
Blacks	28.1	−32
1-Person hh	39.8	−3
65+	47.5	+16
35-44	50.6	+23
Working Women (FT)	42.6	+4

Among the five groups presented here, only 35-to-44's are above-average users of dry cake mixes. Blacks, however, exceed them in the use of frosting and frosting mixes.

CAKE MIXES, DRY — All Users

	% Using	Difference From Average (%)
All Homemakers	57.6	
Blacks	41.2	−11
1-Person hh	35.5	−38
65+	49.7	−14
35-44	67.7	+18
Working Women (FT)	56.7	−2

FROSTING/FROSTING MIXES — All Buyers

	% Using	Difference From Average (%)
All Homemakers	37.2	
Blacks	45.0	+21
1-Person hh	19.3	−48
65+	25.2	−32
35-44	44.2	+19
Working Women (FT)	38.0	+2

	BAKING MIXES		FLOUR 6+ pounds last 30 days.		YEAST		INSTANT PUDDING, POWDERED		BROWNIE/COOKIE MIXES	
	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.
Total	39.8	—	26.6	—	25.4	—	33.9	—	30.6	—
Blacks	34.2	−14	14.4	−46	15.8	−38	30.4	−10	31.2	+2
1-Person hh	26.9	−32	10.8	−60	15.8	−38	22.9	−32	18.3	−40
65+	39.1	−2	27.2	+2	27.4	+8	17.9	−47	20.3	−34
35-44	50.0	+26	28.7	+8	32.4	+27	40.2	+19	41.3	+35
Working Women (FT)	42.5	+7	22.8	−15	23.4	−8	36.5	+8	35.1	+15

Source: Mediamark Research Inc.

DAIRY

Upper Income Buying Patterns Are Far From Homogenized

Should we cut down on saturated fats? Should we worry about increasing calcium intake, especially in later years? There's no shortage of advice on these and other diet-related questions. The place for deciding what, if any, practical action needs to be taken is often the supermarket dairy department. With one notable exception, our five upper income groups appear to be keeping their intake of dairy products below average. That exception is the (above average size) 35-to-44 households, which demonstrate high average for all 14 products. Working women favor time-saving cheese spreads and dips.

Fewer than half of American homemakers report they use butter at all, while nine out of 10 use margarine. When it comes to heavy users among the upper income, those 35 to 44 years old set the pace.

MARGARINE — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	19.9	
Blacks	21.1	+ 6
1-Person hh	4.6	-77
65+	16.7	-16
35-44	26.1	+31
Working Women (FT)	18.4	- 8

*5+ pounds last 30 days.

BUTTER — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	8.8	
Blacks	8.5	- 3
1-Person hh	2.1	-76
65+	3.5	-60
35-44	11.6	+32
Working Women (FT)	9.1	+ 3

*4+ pounds last 30 days.

Cheese spreads are the only category in dairy for which both live-alones and seniors show above-average usage, albeit far below 35-to-44's and working women. Their consumption of natural cheese is softer.

CHEESE SPREAD — All Buyers

$20,000+	% Using	Difference From Average (%)
All Homemakers	16.3	
Blacks	16.2	—
1-Person hh	16.9	+ 4
65+	17.3	+ 6
35-44	25.4	+56
Working Women (FT)	19.6	+21

CHEESE, NATURAL OR IMPORTED — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	12.9	
Blacks	9.8	-24
1-Person hh	9.0	-30
65+	10.0	-23
35-44	21.4	+66
Working Women (FT)	14.9	+15

*6+ pounds last 30 days.

Despite their bad press, eggs are still consumed at the rate of three'dozen a week in three out of 10 households. Refrigerated doughs are among the few dairy products with above average consumption by blacks.

EGGS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	30.8	
Blacks	31.5	+ 2
1-Person hh	10.8	-65
65+	17.5	-43
35-44	37.8	+23
Working Women (FT)	29.5	- 4

*3+ dozen last 7 days.

REFRIG. DOUGH PRODUCTS — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	44.5	
Blacks	51.9	+17
1-Person hh	31.3	-30
65+	33.7	-24
35-44	51.8	+17
Working Women (FT)	45.6	+ 2

First there was yogurt, then frozen yogurt, and now yogurt drinks. While penetration is still shallow, yogurt drinks have won some early fans among upper-income blacks.

YOGURT — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	34.1	
Blacks	29.3	-14
1-Person hh	35.5	+ 4
65+	26.1	-24
35-44	46.1	+35
Working Women (FT)	39.7	+16

YOGURT DRINKS — All Users

$20,000+	% Using	Difference From Average (%)
All Homemakers	1.2	
Blacks	4.3	+250
1-Person hh	1.5	+19
65+	2.0	+67
35-44	2.1	+73
Working Women (FT)	1.4	+12

The large-sized 35-to-44 households, often with teens under the roof, are the volume leaders for fresh milk, with the other four groups below average. The pattern is similar for cottage cheese.

MILK, FRESH — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	13.1	
Blacks	11.0	-16
1-Person hh	3.1	-76
65+	5.9	-55
35-44	19.2	+47
Working Women (FT)	12.7	- 3

*3+ quart average a day.

COTTAGE CHEESE — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	2.9	
Blacks	2.7	- 5
1-Person hh	1.9	-33
65+	2.0	-32
35-44	4.3	+49
Working Women (FT)	2.5	-13

*3 containers last 7 days.

Two more proofs that the amount of space allocated to the dairy department should be determined in line with local demographics, cutting down where one-person and senior households dominate.

AMER. PAST. PROCESSED CHEESE — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	13.0	
Blacks	8.5	-35
1-Person hh	4.7	-64
65+	9.1	-30
35-44	18.4	+42
Working Women (FT)	14.2	+ 9

*4+ pounds last 30 days.

ORANGE JUICE, NOT FROZEN — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Homemakers	5.4	
Blacks	5.1	- 5
1-Person hh	3.2	-41
65+	2.6	-51
35-44	7.8	+44
Working Women (FT)	5.0	- 8

*4+ glasses average per day.

Source: Mediamark Research Inc.

FROZEN FOODS

Classier New Frozens Lines Melt Resistance Among the Affluent

In recent years frozen foods have made the big climb upmarket. Aided by French-sounding brand names and fancier packaging (not to mention the near ubiquity of microwave ovens in affluent households), frozen cases now offer a wide range of selection for both the diet-conscious and the gourmet-conscious. As the figures below prove, upper-income households—particularly black and 35-to-44's—keep their home freezers well stocked. And the hottest part of this coldest sector—main courses—is being propelled by affluent live-alones who find these wasteless, time-saving entrees worth their price.

Low in calories, or haute in cuisine, the exploding lines of single-serving main courses offer much to whet the appetite. Usage among upper-income one-person households is 73 percent above average. "TV dinners" show less appeal in $20,000 + households.

Upper income blacks, 35-to-44's and (to a more modest extent) seniors are all above average in favoring frozen waffles, pancakes and French toast as breakfast fare.

Incidence of usage of both plain frozen vegetables and those prepared in a sauce increase with household income. About one-third of households buy plain frozens in a box, with the same proportion obtaining polybags.

A rich market for frozen desserts can be found among upper-income households, with pies and cakes roughly tied in popularity and pastries a distant third. Popular among all five upper-income groups, frozen yogurt is a runaway among blacks.

Apparently stalled as a low-incidence product category, the frozen complete breakfast scores well with upper income blacks and 35-to-44's, with the latter the only standout in consumption of frozen orange juice.

FROZEN MAIN COURSES — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	7.7	
Blacks	3.8	−51
$20,000+ 1-Person hh	13.4	+73
$20,000+ 65+	6.3	−18
$20,000+ 35-44	9.6	+24
$20,000+ Working Women (FT)	10.9	+41

*5+ last 30 days.

FROZEN COMPLETE DINNERS — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	10.0	
Blacks	8.1	−19
$20,000+ 1-Person hh	0.1	+1
$20,000+ 65+	5.0	−49
$20,000+ 35-44	11.0	+10
$20,000+ Working Women (FT)	10.3	+3

*4+ last 30 days.

FROZEN WAFFLES — All Buyers

	% Using	Difference From Average (%)
All Homemakers	25.6	
Blacks	31.6	+23
$20,000+ 1-Person hh	21.7	−15
$20,000+ 65+	28.8	+5
$20,000+ 35-44	33.6	+31
$20,000+ Working Women (FT)	27.3	+6

FROZEN PANCAKES/FRENCH TOAST — All Users

	% Using	Difference From Average (%)
All Homemakers	6.9	
Blacks	13.0	+89
$20,000+ 1-Person hh	5.2	−25
$20,000+ 65+	7.4	+7
$20,000+ 35-44	8.0	+16
$20,000+ Working Women (FT)	6.9	−2

FROZEN VEGETABLES, PLAIN — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	13.4	
Blacks	18.3	+37
$20,000+ 1-Person hh	8.9	−33
$20,000+ 65+	10.5	−22
$20,000+ 35-44	19.9	+48
$20,000+ Working Women (FT)	16.9	+26

*7+ pkgs. last 30 days.

FROZEN VEGETABLES, PREPARED — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	14.5	
Blacks	23.8	+64
$20,000+ 1-Person hh	13.5	−7
$20,000+ 65+	10.5	−18
$20,000+ 35-44	18.6	+28
$20,000+ Working Women (FT)	17.4	+20

FROZEN DESSERTS — All Users

	% Using	Difference From Average (%)
All Homemakers	30.9	
Blacks	36.8	+19
$20,000+ 1-Person hh	31.4	+2
$20,000+ 65+	32.4	+5
$20,000+ 35-44	36.2	+17
$20,000+ Working Women (FT)	32.9	+6

FROZEN YOGURT — All Users

	% Using	Difference From Average (%)
All Homemakers	4.1	
Blacks	9.9	+141
$20,000+ 1-Person hh	4.8	+17
$20,000+ 65+	4.2	+2
$20,000+ 35-44	4.3	+5
$20,000+ Working Women (FT)	4.8	+19

FROZEN COMPLETE BREAKFAST — All Users

	% Using	Difference From Average (%)
All Homemakers	2.3	
Blacks	5.1	+122
$20,000+ 1-Person hh	2.1	−11
$20,000+ 65+	0.4	−83
$20,000+ 35-44	4.0	+72
$20,000+ Working Women (FT)	3.1	+32

FROZEN ORANGE JUICE — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	10.3	
Blacks	7.2	−30
$20,000+ 1-Person hh	2.6	−75
$20,000+ 65+	5.7	−45
$20,000+ 35-44	18.6	+80
$20,000+ Working Women (FT)	10.6	+3

*6+ glasses average day.

	FROZEN CORN-ON-THE-COB		BREADED BONELESS CHICKEN		FROZEN POTATO PRODUCTS		FROZEN PIZZA 4+ packages last 30 days.		ICE CREAM, ICE MILK, SHERBERT*	
	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.
Total	22.8	—	13.6	—	48.6	—	11.2	—	19.8	—
Blacks	43.0	+89	11.2	−17	48.8	+5	10.2	−9	19.5	−1
$20,000+ 1-Person hh	20.2	−11	9.7	−29	29.4	−37	3.2	−72	6.2	−69
$20,000+ 65+	18.1	−21	15.1	+11	32.2	−31	7.5	−32	14.1	−29
$20,000+ 35-44	28.3	+16	18.5	+36	57.2	+23	18.2	+48	28.3	+48
$20,000+ Working Women (FT)	28.1	+15	14.4	+6	51.4	+10	12.2	+9	20.1	+2

Source: Mediamark Research Inc.

PACKAGED VEGETABLES/SPECIALTIES

Blacks Lead the Pack for Many Specialty Products

Stores serving neighborhoods with a substantial proportion of upper-income blacks have an excellent opportunity to ignite sales by providing an in-depth selection of canned and refrigerated meats. Among the canned specialties, ham, chicken, hash and deviled ham perform well, while the refrigerated case offers both frankfurters and bacon with plus potential. One-person households have found (as have blacks) that instant hot lunches suit their style, while seniors are loyal consumers of both canned ham and canned chicken. In general working women eschew these products.

Four out of five of these upper income groups exhibit above average consumption of canned ham. Canned chicken is also popular.

CANNED HAM — All Users

	% Using	Difference From Average (%)
All Homemakers	21.5	
Blacks	23.9	+11
$20,000+ 1-Person hh	15.0	−30
$20,000+ 65+	25.3	+18
$20,000+ 35-44	23.5	+9
$20,000+ Working Women (FT)	22.0	+2

CANNED CHICKEN — All Users

	% Using	Difference From Average (%)
All Homemakers	8.0	
Blacks	13.3	+67
$20,000+ 1-Person hh	6.1	−23
$20,000+ 65+	9.8	+23
$20,000+ 35-44	9.4	+17
$20,000+ Working Women (FT)	9.3	+16

Older consumers have yet to be convinced as to the merits of an instant hot lunch. But others—especially blacks—far exceed the national average. Blacks and 35-to-44's share a taste for canned chili.

INSTANT HOT LUNCHES — All Users

	% Using	Difference From Average (%)
All Homemakers	5.6	
Blacks	13.2	+135
$20,000+ 1-Person hh	7.7	+37
$20,000+ 65+	4.4	−21
$20,000+ 35-44	8.1	+45
$20,000+ Working Women (FT)	7.0	+24

CANNED CHILI — All Users

	% Using	Difference From Average (%)
All Homemakers	24.3	
Blacks	28.4	+17
$20,000+ 1-Person hh	16.0	−34
$20,000+ 65+	18.8	−23
$20,000+ 35-44	30.9	+27
$20,000+ Working Women (FT)	24.6	+1

Consumption of canned hash by upper-income blacks is an impressive 69 percent above the national average. They also exceed the other groups in their incidence of deviled ham purchases.

CANNED HASH — All Buyers

	% Using	Difference From Average (%)
All Homemakers	12.4	
Blacks	20.9	+69
$20,000+ 1-Person hh	8.9	−28
$20,000+ 65+	11.6	−6
$20,000+ 35-44	13.4	+8
$20,000+ Working Women (FT)	11.1	−10

DEVILED HAM & OTHER MEAT PRODUCTS — All Users

	% Using	Difference From Average (%)
All Homemakers	13.9	
Blacks	18.0	+29
$20,000+ 1-Person hh	7.4	−46
$20,000+ 65+	12.4	−10
$20,000+ 35-44	13.8	−1
$20,000+ Working Women (FT)	13.4	−3

As a staple, rice finds its usage spread evenly over the five groups. Both blacks and one-person households are slow buyers of canned or jarred mushrooms.

RICE — All Users

	% Using	Difference From Average (%)
All Homemakers	74.1	
Blacks	79.3	+7
$20,000+ 1-Person hh	60.1	−19
$20,000+ 65+	74.8	+1
$20,000+ 35-44	80.2	+8
$20,000+ Working Women (FT)	72.8	−2

CANNED OR JARRED MUSHROOMS — All Users

	% Using	Difference From Average (%)
All Homemakers	36.6	
Blacks	28.5	−22
$20,000+ 1-Person hh	30.3	−17
$20,000+ 65+	38.7	+6
$20,000+ 35-44	47.2	+29
$20,000+ Working Women (FT)	39.1	+7

While frankfurters and canned pasta aren't always thought of as the first choice of upper income households, they evidence robust consumption in both black and 35-to-44 upper income environments.

FRANKFURTERS/WEINERS — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	18.1	
Blacks	23.7	+31
$20,000+ 1-Person hh	1.6	−91
$20,000+ 65+	9.9	−45
$20,000+ 35-44	25.1	+39
$20,000+ Working Women (FT)	18.2	+1

*4+ pkgs last 30 days.

CANNED PASTA — All Users

	% Using	Difference From Average (%)
All Homemakers	19.6	
Blacks	22.1	+13
$20,000+ 1-Person hh	10.5	−47
$20,000+ 65+	13.0	−34
$20,000+ 35-44	23.8	+21
$20,000+ Working Women (FT)	19.5	−1

	SOUP, DRY MIX, BOULLION CUBES		BEANS PREPARED IN A SAUCE*		SOUP, CANNED 4+ cans last 30 days.		BACON 4+ pounds last 30 days.		PORK SAUSAGES 3+ pounds last 30 days.	
	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.
Total	49.5	—	16.8	—	46.4	—	19.1	—	23.4	—
Blacks	33.0	−33	12.6	−25	33.2	−28	21.1	+11	26.5	+13
$20,000+ 1-Person hh	41.6	−16	3.7	−78	27.8	−40	4.1	−78	9.0	−61
$20,000+ 65+	52.1	+5	16.2	−3	34.8	−25	12.7	−34	20.5	−12
$20,000+ 35-44	61.3	+24	17.1	+2	55.6	+20	22.6	+18	29.1	+24
$20,000+ Working Women (FT)	52.8	+7	14.7	−13	46.3	—	19.5	+2	22.5	−4

Source: Mediamark Research Inc.

SEASONINGS/CONDIMENTS/SAUCES

Buying the Basics Is A Matter of Taste

Every kitchen cupboard and refrigerator has them—salt, ketchup, mustard and mayonnaise. But how quickly they are used up and replaced is a direct reflection of the household's demographics. Larger households, where the female homemaker is between 35 and 44, and the household income is over $20,000, consume these basic condiments at an astonishing pace. Upper-income black households, on the other hand, frequently add barbecue and seasoning sauces, soy sauce and gravy and sauce mixes to their shopping lists. Over 65's, together with one-person households, are the most likely to have switched to salt substitutes.

The incidence of heavy users of salt in upper-income black households is almost twice that of the general population. In obvious acknowledgement of health hazards associated with sodium, seniors have led the switch to salt substitutes.

Mustard or mayonnaise on your sandwich? The answer is often both at heavy-consuming 35-to-44 households. Jars last a long time in refrigerators of one-person households.

Barbecue and seasoning sauces have achieved near-staple status in many households, including those of upper-income blacks. All five groups show above-average use of soy sauce.

Experimentation with new types of cuisine has aided sales of seasonings and spices, especially among upper-income homemakers most likely to read about and try them.

In contrast with the general pattern of pickles far outstripping pickle relish in popularity, relish is almost as popular with upper-income blacks as pickles themselves, a fact to remember in space allocation.

SALT — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	11.8	
Blacks	21.0	+77
$20,000+ 1-Person hh	1.8	−85
$20,000+ 65+	4.4	−62
$20,000+ 35-44	14.0	+19
$20,000+ Working Women (FT)	10.6	−11

*3+ containers last 6 months.

SALT SUBSTITUTES — All Users

	% Using	Difference From Average (%)
All Homemakers	10.0	
Blacks	10.5	+ 5
$20,000+ 1-Person hh	11.2	+12
$20,000+ 65+	17.4	+74
$20,000+ 35-44	10.2	+ 2
$20,000+ Working Women (FT)	9.2	− 8

MAYONNAISE/MAYO-TYPE DRESSING — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	9.4	
Blacks	10.0	+ 7
$20,000+ 1-Person hh	1.7	−82
$20,000+ 65+	7.0	−25
$20,000+ 35-44	13.8	+48
$20,000+ Working Women (FT)	8.9	− 5

*3+ jars last 30 days.

MUSTARD — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	9.8	
Blacks	8.9	− 9
$20,000+ 1-Person hh	2.0	−79
$20,000+ 65+	6.2	−37
$20,000+ 35-44	13.1	+33
$20,000+ Working Women (FT)	10.6	+ 8

*3+ jars last 3 months.

BARBECUE & SEASONING SAUCES — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	18.3	
Blacks	27.7	+51
$20,000+ 1-Person hh	7.9	−57
$20,000+ 65+	10.6	−42
$20,000+ 35-44	28.6	+56
$20,000+ Working Women (FT)	21.9	+20

*4+ bottles last 3 months.

SOY SAUCE — All Users

	% Using	Difference From Average (%)
All Homemakers	38.8	
Blacks	41.2	+ 6
$20,000+ 1-Person hh	40.3	+ 4
$20,000+ 65+	42.0	+ 8
$20,000+ 35-44	49.4	+27
$20,000+ Working Women (FT)	44.2	+14

SEASONING/SPICES — All Users

	% Using	Difference From Average (%)
All Homemakers	59.4	
Blacks	62.3	+ 5
$20,000+ 1-Person hh	49.0	−16
$20,000+ 65+	60.4	+ 2
$20,000+ 35-44	67.8	+14
$20,000+ Working Women (FT)	64.7	+ 9

GRAVY/SAUCE MIXES — Heavy Users*

	% Using	Difference From Average (%)
All Homemakers	7.7	
Blacks	9.4	+23
$20,000+ 1-Person hh	2.2	−71
$20,000+ 65+	4.2	−45
$20,000+ 35-44	12.0	+56
$20,000+ Working Women (FT)	7.8	+ 1

*4+ packages last 30 days.

PICKLES — All Users

	% Using	Difference From Average (%)
All Homemakers	63.4	
Blacks	49.0	−23
$20,000+ 1-Person hh	45.0	−29
$20,000+ 65+	63.9	+ 1
$20,000+ 35-44	73.7	+16
$20,000+ Working Women (FT)	65.5	+ 3

PICKLE RELISH — All Users

	% Using	Difference From Average (%)
All Homemakers	36.5	
Blacks	41.7	+ 8
$20,000+ 1-Person hh	25.2	−34
$20,000+ 65+	39.1	+ 2
$20,000+ 35-44	47.5	+23
$20,000+ Working Women (FT)	40.8	+ 6

	SPAGHETTI SAUCE		CATSUP 3+ bottles last 30 days.		NONSTICK PRODUCTS		SALAD DRESSING 3+ packages last 30 days.		OIL, SALAD OR COOKING*	
	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.
Total	58.9	—	10.3	—	34.9	—	26.5	—	16.5	—
Blacks	55.6	− 5	9.7	− 7	20.2	−42	23.3	−12	13.9	−16
$20,000+ 1-Person hh	51.5	−13	0.7	−93	29.9	−15	12.3	−53	3.9	−76
$20,000+ 65+	49.3	−16	3.2	−69	36.0	+ 3	22.4	−15	12.6	−24
$20,000+ 35-44	65.7	+12	14.5	+41	40.8	+17	38.6	+46	20.6	+25
$20,000+ Working Women (FT)	64.2	+ 9	10.6	+ 3	39.1	+12	31.0	+17	16.1	− 2

Source: Mediamark Research Inc.

GENERAL MERCHANDISE

Leisure-Time Accessories Soak Up Their Cash

While the food a supermarket sells is a necessity to its customers, most of the items stocked in the general merchandise section are subject to shopper whim—and willingness to allocate disposable income to them. The five groups studied here have different ideas on how that spending should be done. Pantyhose is the only strong across-the-board favorite. Seniors go for greeting cards and indoor plant food; working women for books, video tapes and writing instruments; blacks for cameras, auto wax and motor oil additives; and one-person households for books and audio tapes. The saw-toothed usage patterns confirm the inappropriateness of uniform stocking policies.

In stores that are frequently shopped by live-alones and working women, a generous space allocation for books is in order. Audio records and tapes should also sell well in these locations.

Older people who can afford to do so like to keep in touch or mark an occasion with a greeting card. Stores with any type of upper income shopper (particularly blacks and live-alones) should experience a run on pantyhose.

Seniors, shown elsewhere to be below average in incidence of pet ownership, often care for and feed some plants instead. The vanguard of the video boom is upper income 35-to-44 households.

Buying a camera, and then the film it needs, is a frequent occurrence among both 35-to-44's and working women. Seniors have least interest in picture taking.

In general, upper income households are not enthusiasts about do-it-yourself auto maintenance. Blacks, however, show a high interest in auto wax, polish and motor oil additives; and 35-to-44's are frequent heavy users of motor oil (see below).

BOOKS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	11.2	
Blacks	7.0	−37
1-Person hh	18.2	+62
65+	10.0	−10
35-44	15.7	+40
Working Women (FT)	17.4	+56

*Bought 12+ in last 12 months.

AUDIO RECORDS & TAPES — All Buyers

$20,000+	% Using	Difference From Average (%)
All Adults	31.2	
Blacks	26.5	−15
1-Person hh	38.4	+23
65+	15.1	−52
35-44	40.0	+28
Working Women (FT)	36.4	+17

GREETING CARDS — Heavy Users

$20,000+	% Using	Difference From Average (%)
All Adults	18.1	
Blacks	16.2	−11
1-Person hh	18.6	+3
65+	24.3	+34
35-44	20.8	+15
Working Women (FT)	23.6	+30

*More than 8 in the last 30 days.

PANTYHOSE/STOCKINGS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Women	17.8	
Blacks	35.9	+102
1-Person hh	30.9	+74
65+	19.4	+9
35-44	22.5	+27
Working Women (FT)	25.0	+41

*Bought 6+ pair last 30 days.

INDOOR PLANT FOOD — All Buyers

$20,000+	% Using	Difference From Average (%)
All Homemakers	31.2	
Blacks	28.0	−10
1-Person hh	36.1	+16
65+	41.9	+35
35-44	35.8	+15
Working Women (FT)	34.0	+9

VIDEO TAPE/DISCS (PURCHASE) — All Buyers

$20,000+	% Using	Difference From Average (%)
All Adults	8.4	
Blacks	8.3	−1
1-Person hh	8.9	+5
65+	5.2	−38
35-44	15.4	+82
Working Women (FT)	11.4	+36

CAMERAS — All Buyers

$20,000+	% Using	Difference From Average (%)
All Adults	11.2	
Blacks	14.2	+26
1-Person hh	9.2	−18
65+	5.1	−54
35-44	14.6	+30
Working Women (FT)	14.3	+28

FILM — Heavy Buyers*

$20,000+	% Using	Difference From Average (%)
All Homemakers	20.2	
Blacks	15.1	−25
1-Person hh	18.1	−10
65+	12.0	−40
35-44	30.0	+49
Working Women (FT)	27.4	+36

*7+ rolls last 12 months.

AUTO WAX & POLISH — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	30.6	
Blacks	42.6	+39
1-Person hh	31.9	+4
65+	24.2	−21
35-44	33.5	+9
Working Women (FT)	29.5	−3

MOTOR OIL ADDITIVES — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	14.9	
Blacks	21.7	+46
1-Person hh	12.6	−15
65+	13.9	−7
35-44	13.7	−8
Working Women (FT)	13.8	−7

	MOTOR OIL		ANTI-FREEZE		BATTERIES* 9+ last 12 months.		TOYS/GAMES FOR CHILDREN		WRITING INSTRUMENTS	
	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.
Total	19.5	—	46.3	—	16.0	—	40.9	—	41.2	—
Blacks	11.8	−40	48.8	+5	12.4	−23	40.3	−1	39.8	−3
1-Person hh	13.6	−30	42.0	−9	6.1	−62	28.0	−31	38.7	−6
65+	17.0	−13	43.3	−7	7.7	−52	22.7	−45	27.9	−32
35-44	26.6	+36	50.2	+8	27.5	+72	52.4	+28	48.4	+17
Working Women (FT)	12.8	−34	40.9	−12	18.5	+16	51.5	+26	48.0	+16

Source: Mediamark Research Inc.

PET PRODUCTS

Reigning Cats and Dogs in Those 35-to-44 Households

One-half of female homemakers report there's a cat or dog in the household. While 24.0 percent have one or more cats, 37.4 percent have one or more dogs. Both cats and dogs are most likely to live in rural areas and least likely to live in urban areas, with suburbs falling in between. Both receive an above-average welcome in the Pacific and in large (people) households. Only half as many black households as white shelter either a cat or a dog. Their incidence rises along with household income and the concomitant ability to buy food for them. Seven out of 10 cat owners say at least 90 percent of their cat's diet is commercial pet food.

A substantial 52.2 percent of households where the female homemaker is 35-to-44 own one or more dogs, with their preferred methods of feeding dry, followed by canned and semi-moist. While full-time working women are also habituées of the pet food aisle, the other three demographic groups buy at only half the rate.

Cats make it into 31.2 percent of 35-to-44 households. But like dogs they have low penetration in black, one-person or 65+ domiciles. Finicky or not, they most often are served dry food, followed by canned and semi-moist.

DOG FOOD, CANNED — All Users

	% Using	Difference From Average (%)
All Homemakers	13.8	
Blacks	8.6	−38
$20,000+ 1-Person hh	7.4	−46
65+	9.2	−33
35-44	21.9	+59
Working Women (FT)	16.7	+22

DOG FOOD, DRY — All Users

	% Using	Difference From Average (%)
All Homemakers	27.3	
Blacks	12.3	−55
$20,000+ 1-Person hh	10.8	−61
65+	17.6	−36
35-44	37.8	+38
Working Women (FT)	33.2	+21

DOG FOOD, MOIST — All Buyers

	% Using	Difference From Average (%)
All Homemakers	10.5	
Blacks	3.9	−63
$20,000+ 1-Person hh	6.0	−43
65+	7.6	−28
35-44	15.2	+44
Working Women (FT)	11.9	+13

DOG BISCUITS, TREATS — All Users

	% Using	Difference From Average (%)
All Homemakers	20.6	
Blacks	10.8	−47
$20,000+ 1-Person hh	13.2	−36
65+	20.4	−1
35-44	32.7	+58
Working Women (FT)	26.0	+26

CAT FOOD, CANNED — All Users

	% Using	Difference From Average (%)
All Homemakers	13.5	
Blacks	8.3	−38
$20,000+ 1-Person hh	12.2	−10
65+	7.2	−47
35-44	21.2	+56
Working Women (FT)	17.0	+25

CAT FOOD, DRY — All Buyers

	% Using	Difference From Average (%)
All Homemakers	21.0	
Blacks	9.2	−56
$20,000+ 1-Person hh	13.5	−36
65+	13.5	−36
35-44	29.0	+38
Working Women (FT)	24.3	+15

CAT FOOD, MOIST — All Buyers

	% Using	Difference From Average (%)
All Homemakers	9.3	
Blacks	8.8	−6
$20,000+ 1-Person hh	3.5	−63
65+	4.6	−51
35-44	14.9	+60
Working Women (FT)	11.8	+26

CAT LITTER — All Buyers

	% Using	Difference From Average (%)
All Homemakers	14.9	
Blacks	7.1	−52
$20,000+ 1-Person hh	14.5	−2
65+	10.2	−31
35-44	20.5	+38
Working Women (FT)	18.9	+28

FLEA/TICK CARE PRODUCTS — All Users

	% Using	Difference From Average (%)
All Homemakers	32.1	
Blacks	22.9	−38
$20,000+ 1-Person hh	16.4	−49
65+	28.7	−11
35-44	46.7	+46
Working Women (FT)	36.6	+14

Source: Mediamark Research Inc.

TOBACCO

Cigarette Usage Burns Bright Among Upper Income Blacks

Incidence of cigarette smoking among both men and women declines as three demographic factors advance: age, education and income. Still, there are upper-income pockets that outstrip the all-population averages. Both black men and black women ($20,000 + households) are above-average prospects for purchasing cigarettes in a supermarket, as to a lesser extent are 35-to-44's and working women. The lowest incidence is among seniors. Men 35-to-44 are prospects for both cigars and pipe tobacco. Because of its concentration in rural, low income areas, chewing and smokeless tobacco scored low with all four groups of upper-income males.

Both men and women vary from the national averages in their cigarette-smoking incidence in accordance with their demographics, with both black men and women, most exceeding the average and both senior men and women falling furthest short.

Cigarillos (or little cigars) are most frequently smoked, among our upper income groups, by men living alone. Both blacks and working women have taken to the convenience of disposable lighters.

While prospects for finding "a good nickel cigar" dimmed around the time the buffalo nickel itself disappeared, seven men in one hundred still light up. While about the same proportion use chewing or smokeless tobacco, incidence is scant among upper income households.

Upper income black men do not share the enthusiasm of their three peer groups for pipe tobacco. The scholarly image attributed to cigar smokers, incidentally, is borne out by the above-average incidence of cigar-smoking college graduates (not shown).

CIGARETTES — All Users

$20,000 +

	% Using	Difference From Average (%)
All Men	39.2	
Blacks	42.9	+ 9
1-Person hh	38.0	- 3
65 +	21.2	-46
35-44	41.5	+ 6

CIGARILLOS — All Users

$20,000 +

	% Using	Difference From Average (%)
All Men	2.1	
Blacks	1.6	-24
1-Person hh	2.3	+ 9
65 +	0.1	-96
35-44	1.3	-40

CIGARS — All Users

$20,000 +

	% Using	Difference From Average (%)
All Men	7.0	
Blacks	5.3	-24
1-Person hh	7.1	+ 1
65 +	5.0	-29
35-44	7.5	+ 7

PIPE TOBACCO — All Users

$20,000 +

	% Using	Difference From Average (%)
All Men	5.0	
Blacks	3.8	-22
1-Person hh	5.3	+ 6
65 +	5.3	+ 6
35-44	6.2	+24

CIGARETTES — All Users

$20,000 +

	% Using	Difference From Average (%)
All Women	36.7	
Blacks	45.2	+23
1-Person hh	32.8	-11
65 +	20.1	-45
35-44	40.0	+ 9
Working Women (FT)	40.1	+ 9

DISPOSABLE LIGHTER — All Users

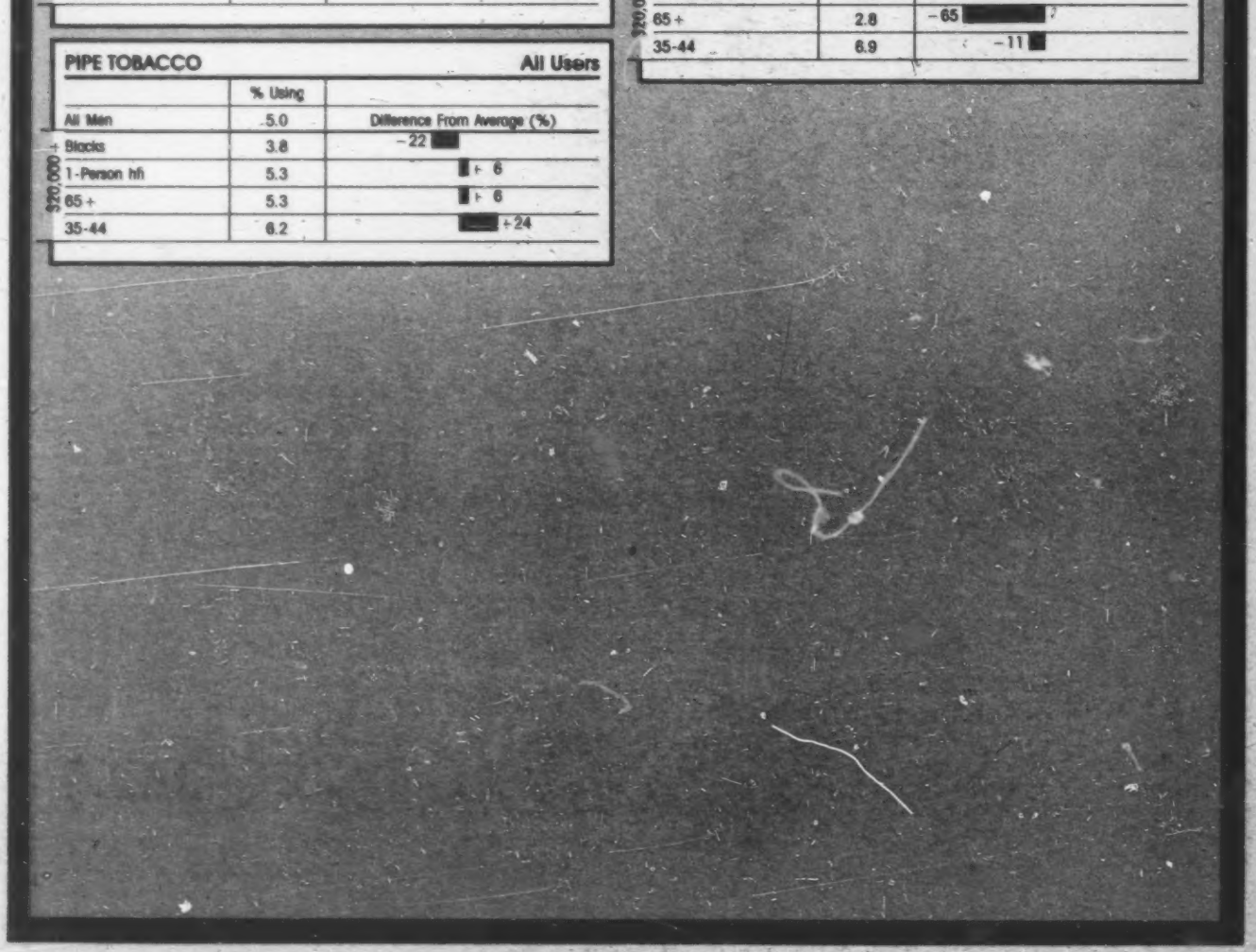
$20,000 +

	% Using	Difference From Average (%)
All Adults	30.3	
Blacks	32.5	+ 7
1-Person hh	26.9	-11
65 +	16.5	-45
35-44	31.2	+ 3
Working Women (FT)	33.0	+ 9

CHEWING/SMOKELESS TOBACCO — All Users

$20,000 +

	% Using	Difference From Average (%)
All Men	7.8	
Blacks	3.1	-60
1-Person hh	3.3	-58
65 +	2.8	-65
35-44	6.9	-11



Source: Mediamark Research Inc.

HBA-WOMEN

Live-Alone Women Paint a Pretty Picture for Beauty Products

Even among higher income women, there's no homogeneity in the health and beauty aid preferences. While live-alones are above average consumers of almost all female HBA products, their numbers almost go off the chart for lipstick, pressed powder and foundation makeup. Hair care items such as hair conditioners and setting lotions are big sellers with black women, along with nail polish, deodorants and perfume. Older women have their own distinct profile, heavy on face creams, as well as loose face powder and hair sprays. Foundation makeup, mascara and blusher are favored by appearance-conscious working women.

Marketers of deodorants and scents to women can find some heady prospects among both blacks and live-alones. Older women tend to use less perfume and cologne than do others.

Upper income black women are more likely to paint their nails and less likely to paint their lips than women in the other four groups. Live-alones lead in lipstick usage.

Older women have maintained their allegiance to loose face powder, while the other groups favored pressed powder. Usage by black women is slightly below average for both.

Wearing a bird of paradise may no longer be in fashion, but painted cheeks and painted eyes are, especially among live-alones, 35-to-44's and working women.

Incidence of use of hair conditioners is half again as high for black women as for the population as a whole. Heavy users of face creams and lotions are often over 65.

DEODORANT, ANTIPERSPIRANT — Heavy Users*

	% Using	Difference From Average (%)
All Women	8.6	
Blacks	13.4	+53
$20,000+ 1-Person hh	11.0	+25
$20,000+ 65+	8.0	− 8
$20,000+ 35-44	7.6	−14
$20,000+ Working Women (FT)	8.7	—

*15+ times last 7 days.

PERFUMES/COLOGNE — Heavy Users*

	% Using	Difference From Average (%)
All Women	19.1	
Blacks	35.3	+85
$20,000+ 1-Person hh	23.0	+21
$20,000+ 65+	12.0	−37
$20,000+ 35-44	23.8	+25
$20,000+ Working Women (FT)	21.2	+11

*8+ times last 7 days.

NAIL POLISH — Heavy Users*

	% Using	Difference From Average (%)
All Women	9.1	
Blacks	14.9	+63
$20,000+ 1-Person hh	9.9	+ 9
$20,000+ 65+	6.5	−29
$20,000+ 35-44	7.4	−19
$20,000+ Working Women (FT)	9.0	− 1

*4+ times last 7 days.

LIPSTICK/LIP GLOSS — Heavy Users*

	% Using	Difference From Average (%)
All Women	20.7	
Blacks	21.9	+ 6
$20,000+ 1-Person hh	40.1	+94
$20,000+ 65+	27.9	+35
$20,000+ 35-44	29.8	+44
$20,000+ Working Women (FT)	26.3	+27

*11+ times last 7 days.

FACE POWDER, LOOSE — All Users

	% Using	Difference From Average (%)
All Women	21.2	
Blacks	21.0	− 1
$20,000+ 1-Person hh	25.6	+21
$20,000+ 65+	36.4	+72
$20,000+ 35-44	15.1	−29
$20,000+ Working Women (FT)	19.7	− 7

PRESSED POWDER — Heavy Users*

	% Using	Difference From Average (%)
All Women	4.3	
Blacks	4.0	− 7
$20,000+ 1-Person hh	9.1	+110
$20,000+ 65+	5.0	+14
$20,000+ 35-44	5.5	+27
$20,000+ Working Women (FT)	5.3	+22

*8+ times last 7 days.

MASCARA — Heavy Users*

	% Using	Difference From Average (%)
All Women	6.3	
Blacks	6.6	+ 6
$20,000+ 1-Person hh	9.0	+44
$20,000+ 65+	2.8	−55
$20,000+ 35-44	9.0	+43
$20,000+ Working Women (FT)	8.6	+38

*8+ times last 7 days.

BLUSHER — Heavy Users*

	% Using	Difference From Average (%)
All Women	10.4	
Blacks	9.2	−11
$20,000+ 1-Person hh	16.7	+60
$20,000+ 65+	6.9	−34
$20,000+ 35-44	14.3	+37
$20,000+ Working Women (FT)	13.8	+33

*8+ times last 7 days.

HAIR CONDITIONING PRODUCTS — All Users*

	% Using	Difference From Average (%)
All Women	34.3	
Blacks	52.9	+54
$20,000+ 1-Person hh	29.7	−13
$20,000+ 65+	29.3	−15
$20,000+ 35-44	31.1	− 9
$20,000+ Working Women (FT)	35.5	+ 3

FACE CREAMS/LOTIONS — Heavy Users*

	% Using	Difference From Average (%)
All Women	2.6	
Blacks	2.0	−23
$20,000+ 1-Person hh	3.6	+37
$20,000+ 65+	4.6	+76
$20,000+ 35-44	2.4	− 8
$20,000+ Working Women (FT)	2.2	−18

*15+ times last 7 days.

	HAIR SPRAYS		HAIR SETTING PRODUCTS		FOUNDATION MAKE-UP*		TAMPONS		SANITARY NAPKINS*	
	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.	% Using	Versus Avg.
Total	56.8	—	15.1	—	7.4	—	37.7	—	16.2	—
Blacks	45.1	−20	28.3	+88	5.2	−30	53.7	+43	17.4	+ 7
$20,000+ 1-Person hh	55.5	− 2	12.2	−19	13.1	+77	35.5	− 6	11.0	−32
$20,000+ 65+	66.3	+17	21.1	+40	7.2	− 2	3.7	−90	3.8	−76
$20,000+ 35-44	57.7	+ 2	15.3	+ 2	9.3	+27	48.1	+28	25.2	+55
$20,000+ Working Women (FT)	55.9	− 2	14.9	− 1	9.8	+33	42.1	+37	20.4	+26

Source: Mediamark Research Inc.

HBA-ADULTS

Extreme Diversity in Choice Marks Remedies and Oral Hygiene

Space allocation in HBA sections can profitably be modulated to take the unique consumption patterns of local shoppers. Seniors are looking for headache and indigestion remedies, sleeping pills and, yes, denture cleaners and laxatives. Oral hygiene-conscious blacks buy a lot of mouthwash and breath fresheners along with dental rinse. But their intake of vitamins falls far below that of the other four upper income groups. Flossing is favored by live-alones, as well as by working women. Conscious of their appearance and the amount of personal contact they're involved in, working women evidence towering consumption of diet pills, and are also heavy on toothpaste.

Incidence of heavy users of vitamins among upper income blacks is only about one-third that of the other groups. Both blacks and seniors exceed the average in usage of sleeping tablets.

Only the older adults show a substantially above average presence of heavy users of headache remedies. On the other hand, they are least likely to be users of cold/sinus/allergy remedies.

Heavy users of laxatives are present among seniors at twice the overall adult rate. They are also good prospects for indigestion aids and upset stomach remedies.

Working women place a premium on shining smiles based on good dental hygiene as they lead the pack in usage of both toothpaste and dental floss.

An in-depth selection of the various sizes and brands of mouthwash is a must in stores serving upper income blacks. Four out of 10 affluent seniors use denture cleaners.

VITAMINS, TABLETS/CAPSULES/LIQUIDS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	4.5	
Blacks	2.1	−53
1-Person hh	6.6	+45
65+	6.0	+32
35-44	5.3	+18
Working Women (FT)	6.3	+40

*More than 20 last 7 days.

SLEEPING TABLETS — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	3.2	
Blacks	5.3	+65
1-Person hh	3.5	+ 8
65+	4.4	+37
35-44	3.3	+ 1
Working Women (FT)	2.9	−10

HEADACHE REMEDIES/PAIN RELIEVERS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	29.1	
Blacks	17.9	−38
1-Person hh	27.3	− 6
65+	34.0	+17
35-44	29.5	+ 1
Working Women (FT)	31.0	+ 7

*8+ times last 30 days.

COLD/SINUS/ALLERGY REMEDIES — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	45.9	
Blacks	50.6	+10
1-Person hh	43.0	− 6
65+	32.2	−30
35-44	50.2	+ 9
Working Women (FT)	51.5	+12

LAXATIVES — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	4.8	
Blacks	5.5	+15
1-Person hh	4.0	−18
65+	11.5	+138
35-44	3.3	−32
Working Women (FT)	3.1	−36

*5+ times last 30 days.

INDIGESTION AIDS/UPSET STOM. REMEDIES — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	50.2	
Blacks	49.1	− 2
1-Person hh	41.7	−17
65+	56.6	+13
35-44	48.0	− 4
Working Women (FT)	48.8	− 3

TOOTHPASTE — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	13.2	
Blacks	14.8	+12
1-Person hh	13.2	—
65+	12.0	− 9
35-44	13.6	+ 3
Working Women (FT)	15.1	+15

*15+ times last 7 days.

DENTAL FLOSS — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	48.7	
Blacks	45.1	− 8
1-Person hh	59.3	+22
65+	45.1	− 7
35-44	56.5	+16
Working Women (FT)	65.4	+34

MOUTHWASH — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Adults	10.7	
Blacks	20.7	+94
1-Person hh	8.9	−17
65+	10.3	− 4
35-44	9.9	− 8
Working Women (FT)	9.2	−14

*8+ times last 7 days.

DENTURE CLEANERS — All Users

$20,000+	% Using	Difference From Average (%)
All Adults	18.6	
Blacks	13.0	−30
1-Person hh	12.7	−32
65+	38.1	+105
35-44	11.6	−38
Working Women (FT)	12.4	−33

$20,000+	DENTAL RINSE % Using	DENTAL RINSE Versus Avg.	BREATH FRESHENERS % Using	BREATH FRESHENERS Versus Avg.	DIET PILLS % Using	DIET PILLS Versus Avg.	COUGH SYRUP % Using	COUGH SYRUP Versus Avg.	PAIN RELIEVING RUBS/LIQUIDS % Using	PAIN RELIEVING RUBS/LIQUIDS Versus Avg.
Total	10.8	—	8.4	—	6.1	—	24.7	—	28.0	—
Blacks	16.4	+51	12.2	+46	6.6	+ 7	33.5	+35	39.1	+40
1-Person hh	10.0	− 8	5.5	−35	3.6	−42	18.7	−24	21.3	−24
65+	7.7	−29	3.5	−58	2.0	−67	21.9	−11	28.8	+ 3
35-44	12.4	+14	9.9	+18	8.2	+34	22.0	−11	25.6	− 8
Working Women (FT)	13.1	+21	10.9	+31	10.0	+64	24.3	− 1	26.3	− 6

Source: Mediamark Research Inc.

HBA-MEN

Groom for Improvement Enriches HBA Usage by Men

Among upper income males, two groups shine as ardent consumers of health and beauty aid products—blacks and live-alones. Black men are above average users of deodorants, hair conditioners, hand and body creams and lotions and complexion care products. Adequate shaving aids sections are a must for stores catering to one-person households, with shaving creams, blades and aftershave preparations all in demand. Older men show an above-average preference for pre-electric shave lotion, as well as creme hair rinses, hair tonics and dressings. Overall, upper income men are well disposed toward spending on HBA.

Keeping a smooth chin is especially important to men who live alone, a group which is most likely to shave more than once a day.

Over 65's are most likely to use electric shavers and therefore apply a special pre-shave lotion. After-shave lotion splashing is favored by live-alones and 35-to-44's.

As is the case with black women (See HBA-Women), black men far exceed the average in their proportion of heavy users of deodorants. They also buy hand and body creams and lotions.

While hair coloring products score well, as expected, among gray-tressed over 65's, many upper income black men also report usage. Live-alones are above-average users of shampoo.

A rigorous hair care regimen by black men is evidenced by their more than doubling the national incidence of usage of hair tonics and dressings and hair conditioning products. Over 65's maintain their allegiance to tonics.

RAZOR BLADES — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Men	2.2	
Blacks	3.0	+35
1-Person hh	3.7	+63
65+	1.0	−54
35-44	2.8	+24

*8+ times last 7 days.

SHAVING CREAMS OR GELS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Men	2.6	
Blacks	3.0	+14
1-Person hh	6.4	+146
65+	2.8	+ 8
35-44	3.5	+34

*8+ times last 7 days.

PRE-ELECTRIC SHAVE LOTION — All Users

$20,000+	% Using	Difference From Average (%)
All Men	14.4	
Blacks	12.2	−15
1-Person hh	10.2	−29
65+	23.4	+63
35-44	11.7	−19

AFTERSHAVE LOTION/COLOGNE — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Men	9.2	
Blacks	8.8	− 5
1-Person hh	11.2	+22
65+	5.7	−38
35-44	11.2	+22

*8+ times last 7 days.

DEODORANTS/ANTIPERSPIRANTS — Heavy Users*

$20,000+	% Using	Difference From Average (%)
All Men	6.8	
Blacks	14.5	+114
1-Person hh	5.2	−23
65+	3.0	−56
35-44	7.4	+ 9

*15+ times last 7 days.

HAND/BODY CREAM/LOTION — All Users

$20,000+	% Using	Difference From Average (%)
All Men	47.7	
Blacks	74.3	+56
1-Person hh	39.9	−16
65+	54.3	+14
35-44	43.7	− 9

HAIR COLORING PRODUCTS — All Users

$20,000+	% Using	Difference From Average (%)
All Men	6.9	
Blacks	16.4	+139
1-Person hh	0.3	−95
65+	11.8	+72
35-44	5.7	−27

SHAMPOO — Heavy Users

$20,000+	% Using	Difference From Average (%)
All Men	42.8	
Blacks	17.3	−60
1-Person hh	54.8	+28
65+	15.2	−65
35-44	48.3	+13

HAIR TONIC/DRESSING — All Users

$20,000+	% Using	Difference From Average (%)
All Men	20.7	
Blacks	40.4	+95
1-Person hh	16.1	−22
65+	34.5	+66
35-44	14.8	−29

HAIR CONDITIONING PRODUCTS — All Users

$20,000+	% Using	Difference From Average (%)
All Men	17.3	
Blacks	37.7	+117
1-Person hh	13.8	−20
65+	18.2	+ 5
35-44	17.6	+ 1

$20,000+	HAIR SPRAYS % Using	HAIR SPRAYS Versus Avg.	CREME HAIR RINSE % Using	CREME HAIR RINSE Versus Avg.	COMPLEXION CARE PRODUCTS* % Using	COMPLEXION CARE PRODUCTS* Versus Avg.	MEDICATED SKIN OINTMENTS % Using	MEDICATED SKIN OINTMENTS Versus Avg.	DISPOSABLE RAZORS % Using	DISPOSABLE RAZORS Versus Avg.
Total	26.5	—	30.2	—	4.6	—	10.9	—	39.8	—
Blacks	32.3	+22	30.6	+ 1	9.2	+100	10.7	− 2	40.0	—
1-Person hh	22.2	−16	22.0	−27	3.3	−29	8.0	−26	29.6	−26
65+	26.9	+ 2	20.7	+32	2.6	−44	10.7	− 2	31.8	−20
35-44	30.6	+15	29.5	− 2	4.8	+ 3	10.4	− 4	41.6	+ 5

*6+ times last 7 days.

Source: Mediamark Research Inc.